



# Penrhos Leisure Village

## Statement of Community Involvement

November 2012



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## **1. INTRODUCTION**

- 1.1 This Statement of Community Involvement has been prepared by HOW Planning on behalf of Land and Lakes (Anglesey) Ltd in support of an outline planning application for a mixed leisure, nuclear workers accommodation and residential development at three separate but interrelated sites at Penrhos Coastal Park in Holyhead, Anglesey.
- 1.2 In summary the planning application proposes:
- i. A high quality, year-round leisure development at Penrhos Coastal Park with enhanced coastal and woodland public access;
  - ii. A Wylfa new build workers accommodation complex in the short term at Cae Glas which will be replaced in the medium term by an extension to the leisure development. A visitors centre, nature reserve and sports facilities are also proposed; and
  - iii. A residential development set in attractive landscaping and open spaces at Kingsland.
- 1.3 A detailed description of the proposals can be found in the Supporting Planning Statement and Design and Access Statement which accompany the planning application.
- 1.4 The purpose of this report is to provide an overview of the extent of community consultation undertaken by Land and Lakes prior to submission of this planning application. The report highlights the main responses received by local residents and businesses as well as other key stakeholders as part of the consultation exercise. The Statement also clearly sets out how the proposals have responded to the feedback received throughout the consultation process.

## 2. PLANNING POLICY GUIDANCE TO COMMUNITY CONSULTATION

- 2.1 This section provides an overview of relevant national and local planning policy which promotes community involvement.
- 2.2 Discussions with Officers of Isle of Anglesey County Council (IOACC) and the Joint Planning Policy Unit (JPPU), has confirmed that there is no specific community consultation guidance for applicants at either the local or national level.
- 2.3 Accordingly, it has been agreed with Officers that Land and Lakes should use best practice community consultation methods. In particular, the following planning policy and guidance is considered relevant:
- Planning Policy Wales Edition 4 (February 2011); and
  - Gwynedd and Anglesey Joint Local Development Plan Delivery Agreement: Community Involvement Scheme (October 2011).

### Planning Policy Wales

- 2.4 Planning Policy Wales (PPW) focuses on community consultation guidance specifically for Local Planning Authorities (LPA's). In the absence of policy relating to applicants requirements to undertake community consultation, Land and Lakes have, where possible, followed the spirit of this guidance. The guidance provided in PPW has been set out below.
- 2.5 Paragraph 1.3.3 of PPW advises LPA's that they should effectively consult members of the public when they are preparing their development plans and when determining planning applications. The guidance states that LPA's should:
- *Communicate effectively, giving clear, full information about how people can participate in planning matters;*
  - *Ensure that all interested parties are fully consulted, particularly on development plans and planning applications;*
  - *Make services easily available to all who need them, using technology to the full;*

- *Use resources effectively, working with others to provide coordinated services, treating everyone fairly; and*
- *Have an effective, easy to use complaints system which allows matters to be put right quickly and effectively.<sup>1</sup>*

2.6 PPW stresses the importance of comprehensive public consultation which includes all members of the community in both plan-making and decision-taking. Paragraph 1.3.4 states:

*"Participation is an essential part of the planning process, and authorities are required to be as open as possible in making planning information publicly available. While authorities have legal obligations to make certain information available, they should consider ways in which they can provide better access to information, in accessible formats, in a reasonable time and at reasonable cost, to ensure effective involvement by all members of the community, recognising that people with disabilities, mobility problems or other special needs have the right to be involved".<sup>2</sup>*

2.7 Paragraph 2.2.2 relates to collaborative working, engagement and consultation. It states:

*"Local Planning Authorities should provide for the involvement of the general public, community councils, voluntary bodies, the business community and all other relevant stakeholders in the preparation of LDPs, in dealing with both cross-boundary and local issues. Effective work in this respect should help a Local Planning Authority to secure a degree of consensus over the future development and use of land in its area at an early stage in plan preparation".<sup>3</sup>*

2.8 PPW paragraph 2.31 requires every County and County Borough Council in Wales to prepare a community strategy which sets out how they propose to promote the economic, social and environmental well-being of their areas; and how it will foster sustainable development. It advises that these strategies are intended to provide a long-term strategy of approximately 10 to 15 years for the whole of the local area.

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<sup>1</sup> Planning Policy Wales, Edition 4, February 2012, Page 11, Paragraph 1.3.3.

<sup>2</sup> Planning Policy Wales, Edition 4, February 2012, Page 11, Paragraph 1.3.4.

<sup>3</sup> Planning Policy Wales, Edition 4, February 2012, Page 19, Paragraph 2.2.2.

**Gwynedd and Anglesey Joint Local Development Plan Delivery Agreement: Community Involvement Scheme**

2.9 In order to inform the emerging Joint Local Development Plan (JLDP), the JPPU has prepared a Joint Community Involvement Scheme (CIS) which outlines:

- *"With whom the Councils will contact during the preparation of the Joint LDP;*
- *How and when Council Officers, elected Members, the public, groups with an interest in the area and developers can contribute to the overall process; and*
- *What happens to the representations".<sup>4</sup>*

2.10 The JPPU CIS states that the aim of public participation is to:

*"Ensure that a wide range of communities and individuals who have an interest, and specific consultation bodies, participate in the decision making process regarding the contents of the Joint LDP".<sup>5</sup>*

2.11 The CIS's aim is to explain the Council's methods of consulting with the community in the preparation of the JLDP. In the absence of relevant community consultation policy relating to applicants requirements, the CIS provides useful guidance which Land and Lakes have considered. The CIS states:

*"The Councils are of the opinion that involving communities in the Joint LDP process is crucial to ensure local ownership and the legitimacy of policies that will determine the development of the area in future. This method should reduce the time taken to adopt the plan by reducing the number of objections to policies in the Joint LDP and therefore reduce the time spent on the later stages of the process of preparing the plan. The process of reaching consensus is assisted by establishing and sharing a common base of information for key matters from the very beginning of the process".*

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<sup>4</sup>Anglesey and Gwynedd Joint Local Development Plan Delivery Agreement, Page 4, Paragraph 1.3.4.

<sup>5</sup>Anglesey and Gwynedd Joint Local Development Plan Delivery Agreement, Page 22, Paragraph 6.2.1.

### **3. CONSULTATION APPROACH**

- 3.1 In accordance with guidance provided by the Council at the pre-application stage extensive pre-application consultation with Council Officers, the community and other relevant stakeholders has been undertaken by Land and Lakes.
- 3.2 The comprehensive approach to community consultation undertaken by Land and Lakes prior to the submission of this planning application is described below.

#### **Pre-Application Discussions**

- 3.3 A series of pre-application discussions and meetings have been held with Officers at IOACC, JPPU, Countryside Council for Wales (CCW), other key statutory consultees and other interested parties. These discussions are summarised below.

#### IOACC and JPPU

- An initial pre-application discussion with IOACC was held on 24<sup>th</sup> June 2011. The purpose of the meeting was to provide an introduction to the emerging development proposals to IOACC and the JPPU. It was agreed at the meeting that an extensive community consultation exercise will be carried out with the local community prior to submission of the planning application. Land and Lakes agreed with IOACC that a public consultation event would take place in October 2011 and that a series of press releases would be made in the weeks leading up to the public exhibition to ensure the event was widely advertised. Land and Lakes agreed with IOACC that the public exhibition event would take place at Holyhead Town Hall.
- A subsequent pre-application meeting was held on 12<sup>th</sup> September 2011 at IOACC's offices in Llangefni; with Officers from IOACC, JPPU, CCW, Environment Agency Wales and the applicant's development team. This meeting embraced a wide range of topics with particular focus on the emerging draft proposals and the arrangements for Land and Lakes consultation exercise. It was agreed that a Private Viewing of the Public Exhibition would take place allowing members of the local Community Councils and IOACC as well as existing tenants to view the draft proposals. The extent

of the proposed 'flyer drop' coverage to advertise the Public Exhibition was agreed along with the dates of the consultation event.

- A meeting was held on 6<sup>th</sup> December 2011 with Officers from IOACC, Land and Lakes and HOW. The proposed changes to the scheme, informed by the community consultation exercise and previous feedback provided by IOACC and statutory consultee organisations, were presented to Officers. The revisions to the three development sites were welcomed by Officers.
- A further meeting was held on 21<sup>st</sup> February 2012 with Officers from IOACC, JPPU, Land and Lakes, HOW and Planit IE. The purpose of the pre-application meeting was to obtain feedback from IOACC and JPPU to the revised draft masterplan proposals, the Draft Supporting Planning Statement and the Draft Need and Economic Report as well as to discuss the consultation strategy.
- On the 16<sup>th</sup> July 2012 a final meeting was held with IOACC. A range of topics were covered with a particular focus on the submission of the outline planning application.

#### CCW

- Initial pre-application meetings with CCW were held at CCW offices in Bangor on 3<sup>rd</sup> November and 15<sup>th</sup> December 2011. These meetings represented the first opportunity to present the draft proposals to CCW and seek their feedback on them. During these meetings the proposals were described and the range of ecological surveys being undertaken was discussed. However, the focus of discussion was development in the AONB, for which CCW stated that the application would need to demonstrate compliance with the major developments in the AONB policy in Planning Policy Wales.
- Further pre-application meetings were held on 20<sup>th</sup> April, 1<sup>st</sup> June and 4<sup>th</sup> July 2012 at the Welsh Government offices in Llandudno Junction. In attendance were officers from IOACC and CCW, a representative of the Welsh Government, who chaired the meetings, and the applicant's development team.
- Discussions at these meetings primarily focused on issues concerning the AONB, as raised during the initial meetings in 2011. Over the three sessions,

topics discussed related to the acceptability and scale of development in the AONB, compliance with planning policies of relevance to the application, the AONB appraisal report prepared by Planit-IE and the assessment of landscape and visual impacts. Other topics discussed included the CCW response to the EIA Scoping Report, ecological surveys and general design principles.

- Further to the meetings held at the offices of Welsh Government, a meeting was held on 8<sup>th</sup> August 2012 to discuss and agree the approach to the Landscape and Visual Impact Assessment. The meeting was attended by Planit-IE, CCW officers and CCW's landscape consultants.

#### Other Statutory Consultees

- 3.4 As part of the design process, detailed discussions have also taken place with a wide range of other statutory consultees. A schedule of the statutory consultees and key discussion points is attached at Appendix 1.

#### Other Interested Parties

- 3.5 In addition to the above consultation, Land and Lakes has also consulted with a number of other interested parties which are listed at Appendix 2. These interested parties have provided an invaluable contribution into the evolution of the application proposals.

#### **Public Exhibition**

- 3.6 The draft proposals were presented to the community at a Public Exhibition. The community consultation event took place in two parts:
- A Private Viewing of the Public Exhibition was opened to Members of the local Community Councils and IOACC as well as existing tenants on Thursday 20 October 2011; and
  - The Public Exhibition was opened to the public on Friday 21 October and Saturday 22 October.
- 3.7 The public exhibition is described in full below.

### Preview Event

- 3.8 The private viewing of the proposals was held at Holyhead Town Hall, Newry Street, Holyhead between 4.30pm - 6.00pm and 6.30pm - 8:00pm. This preview event allowed Members and existing tenants with an opportunity to view and understand the draft proposals. A personal invitation to advertise the event was sent to Members and existing tenants. A copy of the private viewing invitation and list of invitees are attached at Appendix 3 and 4 respectively.

### Public Exhibition

- 3.9 The Exhibition was also held at Holyhead Town Hall and was opened to the public on Friday 21<sup>st</sup> October 2011(between 2pm and 8pm) and Saturday 22<sup>nd</sup> October (between 10am and 2pm). The format of the Public Exhibition was prior agreed with Council Officers and allowed sufficient time for anyone with an interest in the future development of the site to view and comment upon the proposals.
- 3.10 The Public Exhibition was widely advertised and all invitations and material were provided in both Welsh and English language. A flyer (attached at Appendix 5) was sent to local residents and businesses within the distribution area shown at Appendix 6. The Public Exhibition was also advertised in the Daily Post on 14<sup>th</sup> October 2011 and a copy of the advert is provided at Appendix 7. Posters were also displayed in key public buildings within the area leading up to the Public Exhibition. A copy of the Poster is at Appendix 8. Through the duration of the event, appropriate signage to the Public Exhibition was displayed outside Holyhead Town Hall.
- 3.11 The exhibition was manned by members of the development team who were on hand to answer questions and to explain the proposals. Large scale coloured drawings were presented on 14 A1 boards in both Welsh and English language to encourage participation. The exhibition boards are provided at Appendix 9 and covered the following aspects:
- Board 1 - Welcome Board
  - Board 2 – How does the Exhibition Work?
  - Board 3 – Who Are We and What Are We Proposing?
  - Board 4 – Background to the Proposals
  - Board 5 – The Sites

- Board 6 – Penrhos: The Vision
  - Board 7 – Penrhos: The Masterplan
  - Board 8 – Penrhos: What Does it Mean for You?
  - Board 9 – Cae Glas: The Vision
  - Board 10 – Cae Glas: The Masterplan
  - Board 11 – Cae Glas: What Does it Mean for You?
  - Board 12 – Kingsland: The Site and The Vision
  - Board 13 – Overall Masterplan
  - Board 14 – Next Steps
- 3.12 Members of the local community were asked to complete a comment form (attached at Appendix 10) which could either be placed in the Comments Box at the Exhibition or posted or emailed to HOW Planning to enable thorough analysis of the feedback.
- 3.13 In total, approximately 121 members of the local community attended the Public Exhibition with 108 providing comments. The method of consultation was agreed with senior Officers during pre-application discussions and reflects a best practice approach for a scheme of this importance and scale.
- 3.14 The primary purpose of the public exhibition was to provide a welcoming and open environment for the local community to discuss the proposals with the Applicants' team and an opportunity for them to express their views. Representatives from the Applicants' full professional team along with representatives from Anglesey Aluminum Metal Ltd (AAM) were present throughout to assist and answer any questions relating to the proposals.

### **Summary**

- 3.15 The key steps undertaken during the pre-application consultation process are listed below:
1. Significant pre-application discussions with Officers at IOACC, JPPU, CCW and other key consultees relevant to the future determination of the application (as described above).
  2. Letters issued to key Members, including Ward Councillors, Members of the Planning Committee, Cabinet Members and Group leaders, and key

stakeholders to advise them of the scheme and inviting them to view the proposals at the Public Exhibition Preview Event.

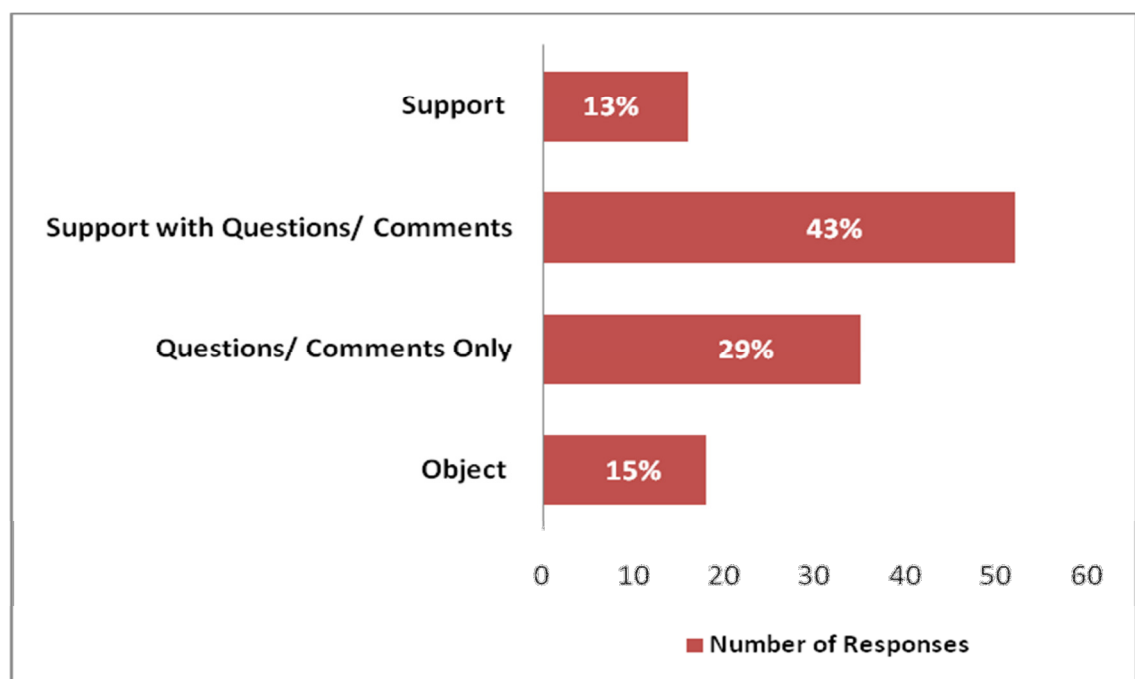
3. Organisation of a widely advertised public exhibition to provide local residents and businesses with the opportunity to view and comment on the draft development proposals. Members of the Development Team attended the event to provide advice and to answer any questions.

3.16 In summary, a comprehensive programme of consultation has been undertaken by Land and Lakes in line with best practice community consultation methods.

#### 4. SUMMARY OF FEEDBACK

- 4.1 The applicant received a total of 108 completed comment forms, both in Welsh and English, of which 13 were received by email or post. The comment forms were carefully analysed by the development team, two of whom are Welsh speaking, to ensure that all comments are considered. A summary of the feedback received is provided as Appendix 11.
- 4.2 Some people chose not to provide their comment for a number of reasons, including having none to make, feeling the scheme does not affect them, or they submitted a joint response with a partner or family member. This is consistent with our experience at similar consultation events.
- 4.3 Over half the respondents (56%) expressed support to the proposed scheme, with particular emphasis placed on employment and investment in the local area. Of the remaining respondents, 29% had questions or comments only and 15% objected to the proposals.
- 4.4 Figure 1 below illustrates the nature of the feedback received.

Figure 1 - Nature of the Feedback Received



## **Public Exhibition Feedback**

4.5 Respondents were asked 5 questions on their views regarding the proposed development. These were:

- 1) Please let us have your thoughts on the overall leisure and housing developments.
- 2) Do you have any particular comments on the proposed uses at the Penrhos site:
  - a) Leisure Village
  - b) Proposed Public Access
- 3) Do you have any particular comments on the proposed uses at the Cae Glas site:
  - a) Leisure Village Extension
  - b) Nature Reserve
- 4) Do you have any particular comments on the proposed residential development at the Kingsland Site?
- 5) Do you have any general comments on any aspect of the development or any other point you would like to raise?

4.6 In order to effectively display the variety of comments received they have been categorised into the following 13 key topics.

### Employment and Investment

- There was a perceived need for employment, investment and an improvement to the area;
- A significant proportion of residents considered that employment associated with the proposals should be guaranteed for local people;

- Questions over what community benefits and investments the applicant was intending to supply to Holyhead were also raised.

### Public Access

- Public access was a key issue identified;
- Of primary concern was whether the proposed development, its facilities and the proposed Nature Reserve would be accessible by the public;
- Public access was sought to the coastal path and woodlands;
- A number of residents would seek to maintain the existing public access to the site;
- Requests were made for concessionary prices for local people.

### The Environment

- Respondents felt that the environment, ecology, heritage and woodland should be protected;
- There was perception that the proposals would impact on ecology, the vista and the wider local environment.
- The removal of the AAM chimney was suggested.

### Transportation

- Key concerns identified in relation to transportation included traffic impact and congestion, traffic pollution, traffic noise and access to the sites.

### The Sites

- From the comments received 18 were supportive of the proposed leisure village at Penrhos;

- The proposed Nature Reserve at Cae Glas was broadly supported by residents as were the nuclear workers accommodation and leisure village;
- Residential proposals at Kingsland were supported by 12 residents.

### Housing

- Concerns were raised over the level of affordable housing proposed and whether they would be for local people;
- It was suggested that the levels of housing proposed are too high particularly given that there is no requirement for additional housing in the local area;
- Strong objections were raised to the proposed residential ribbon development on the land adjacent to the B5025;
- Issues of flooding were identified at Kingsland.

### Wylfa Power Station

- Concerns were highlighted about the current status of Wylfa Power Station and what would happen to the proposals if the project doesn't go ahead;
- It was suggested that the nuclear works accommodation should be located closer to the power station;
- An objection was registered in relation to the Wylfa Power Station project.

### Impact on Holyhead and its Facilities

- Concerns regarding the potential impact of the proposals on Holyhead and its facilities were raised;
- An improved connection between Holyhead and the development was suggested to ensure that the proposals are not built in isolation;
- Other respondents were keen to ascertain what the impact may be on:

- Bed and breakfasts/ hotels,
- Local shops, and
- Holyhead leisure centre.

#### Golf Club and Leisure Centre

- Issues associated with the proposed housing being developed in such close proximity to the golf club were highlighted particularly in relation to golf balls hitting residential properties;
- The possibility of the development paying for the refurbishment of the leisure centre was also raised.

#### Proposed facilities

- The range of facilities proposed was seen to be excellent however additional facilities were requested:
  - Indoor swimming pool;
  - Indoor bowls;
  - Indoor facilities;
  - Cricket nets; and
  - Course fishing.
- The retention of the existing cricket field was supported with some residents requesting that a cricket clubhouse and changing facilities be provided as part of the proposals;
- Enquiries were made as to where the football pitches would be relocated to;
- Objections were made in relation to jet ski use in the estuary;
- Residents suggested that consideration should be given to a second visitor/ education centre as part of the proposals.

### Overdevelopment

- The size and scale of the proposed development was raised as a key issue particularly at Penrhos Leisure Village; and
- Respondents requested that the woodland and public access be retained.

### Further Consultation

- It was felt that the proposals should not go ahead without public support with additional meetings with Land and Lakes requested.

### Other Comments

- Comments were raised in relation to the issue of security in the local area as a result of the proposals;
- Residents also questioned the impact of the proposals on local houses in terms of house prices, drainage, flooding, water supply and noise.
- Enquiries were made as to whether the Leisure Village would be linked to the Biomass Plant;
- A comment was received informing Land and Lakes that people have previously scattered ashes on the Headland;
- It was noted that the planning application boundary red line encroaches over the Trearddur Mews Property; and
- A respondent questioned whether people would visit the Leisure Village with it being located next to AAM's main facility.

## **5. LAND AND LAKES RESPONSE TO FEEDBACK**

- 5.1 In accordance with best practice and guidance set out in PPW, the comments received have been considered by the applicant and its development team and the proposals have been revised, where possible, to overcome the concerns raised.
- 5.2 After careful consideration and collaboration, the Applicant is able to address the comments received through the public consultation programme in the following ways.

### **Employment and Investment**

#### A perceived need for employment, investment and an improvement to the area

- 5.3 The leisure scheme will have longer term “catalytic” impacts on Anglesey and the region. The scheme will demonstrate the ability to successfully attract visitors all year around.
- 5.4 The total development costs for the overall scheme including the Kingsland residential units are estimated at £225 million in current prices. This figure will be a significant boost to the local economy.
- 5.5 It is expected that the leisure scheme will stimulate other operators to invest. The new confidence profile of the area will increase investment prospects which in turn would strengthen Anglesey’s ability to draw in yet more visitors; increasing the overall spend per head.

#### Local Employment

- 5.6 The proposed development when fully implemented will create circa 575 FTE jobs. Of these 465 FTE employment opportunities will be created onsite and 110 FTE indirect jobs will be created off site by the supply chain and off site tourist expenditure.
- 5.7 These positions will span a variety of occupations with the main categories including housekeeping, leisure/sport related occupations, and food and beverage. It is estimated that over a third of staff will be employed on a full-time basis, with the remaining employees working part-time hours of varying length.

- 5.8 Additionally, the overall scheme will support an average of 420 Full Time Equivalent (FTE) construction jobs for the duration of the build programme, which will span 2014 through to 2022 (or eight years in total).
- 5.9 Approximately 55 FTE off-site indirect jobs will be created via off-site expenditure of guests staying. This expenditure is likely to be spread across food and drink; attraction admissions; and activities etc. and would yield approximately £3.1m per annum in off-site expenditure helping to support jobs in the Anglesey area.
- 5.10 Approximately 25 FTE off-site indirect jobs will be created via the corporate supply chain expenditure of the leisure village operator (based on evidence on the corporate expenditure patterns of Center Parcs operations that around £3.7 million would be spent annually on Anglesey suppliers).
- 5.11 Approximately 30 FTE off-site induced jobs will be created in Anglesey via the wage expenditure of on-site and off-site employees.
- 5.12 The leisure scheme will be particularly beneficial in addressing employment needs in the wards of Holyhead, as it is estimated that about 75-90% of all on-site jobs (or 575 FTEs) would be taken by Anglesey residents. In order to achieve this Land and Lakes will enter into a planning obligation with IOACC which encourages local employment.
- 5.13 Land and Lakes proposals will create a new tourist destination which will create a step change in Anglesey's existing tourism offer. It will not compete with existing tourism business and facilities and will make a positive contribution to the local economy through direct and indirect economic benefits.

#### Community Benefits and Investment in Holyhead

- 5.14 The scheme will provide significant levels of investment which will yield economic benefits in Holyhead and beyond. Additionally a new publically accessible grass football and cricket pitch with a club house and associated car parking will be provided at Cae Glas.

## **Public Access**

### Public access – Nature Reserve, Coastal Path and Woodlands

5.15 As part of the proposals 29 hectares of publically accessible open space will be maintained at Penrhos Coastal Park. The Coastal Park will include a series of features which will deliver a very significant range of public benefits including:

- The retention and enhancement of Grace's pond, the Pet Cemetery, the Scout Pond, the Picnic Area, the Pump House and the Lily Pond;
- Viewing platforms, bird feeding stations, picnic areas, bird hides, educational and bilingual interpretation signage will be created throughout;
- A new woodland sculpture trail and boardwalk nature trails will be provided. The Coastal Park will also connect to the Coastal Path maintaining and enhancing this important route;
- A habitat island will be created which will have restricted public access to promote birds and other wildlife;
- Public access to the beach will be retained enabling access to the water feature; and
- A visitor centre and Nature Reserve at Cae Glas will also be publically accessible.

### Concessionary prices for local residents

5.16 Access to Penrhos Coastal Park will continue to be free of charge to local residents. Pricing has not be determined for access to the new Nature Reserve and facilities at Cae Glas but the objective is to be heavily discounted for local residents and free to members of the Community who are actively involved in the Nature Reserve development.

## **The Environment**

### Protection of environment, ecology, heritage and woodland

- 5.17 The proposed leisure developments at both Penrhos and Cae Glas will deliver significant ecological and biodiversity enhancements including the creation of a nature reserve at Cae Glas which will provide carefully managed public access and long term management at no public cost.
- 5.18 Significant tree planting is also proposed as part of the overall development which will not only mitigate the loss of existing trees with lower arboricultural merit but also make a positive contribution to the range and quality of species at the site.
- 5.19 Mitigation measures are proposed to protect and enhance the local biodiversity and ecological value of the AONB.

### Remove the AAM chimney

- 5.20 The AAM chimney does not fall within the control of Land and Lakes Ltd and therefore does not comprise part of the planning application. As such it is not proposed to be removed as part of this development Application.

## **Transportation**

- 5.21 A Transport Assessment has been undertaken by Curtins Consulting to evaluate the effects of the development on traffic and transportation. It concluded that the development will not have any significant adverse effects on driver or pedestrian waiting times with the exception of a slight driver delay at the Parc Cybi access roundabout and Junction 2 of the A55. Furthermore, all junctions assessed as part of the transport assessment have been shown to operate within the design capacity with the development in place.
- 5.22 In terms of road traffic noise and effects on air quality, the EIA has identified that these effects would be negligible. This is due to the existing prevailing noise conditions, which are dominated by the noise from the A55 and the very low background concentrations of air pollutants in the area.

## The Sites

5.23 Seven alternative sites have been assessed as part of the proposals. Of the seven alternative sites six are not located within the AONB. It has been demonstrated that the alternative sites are not available, suitable or viable for Land and Lakes proposed development. However the Penrhos, Cae Glas and Kingsland sites are:

1. Immediately available for development as a result of the closure of AAM's Aluminium smelting operation in 2009;
2. Situated in an attractive coastal location with easy access to Penrhos Bay which has a sandy shallow shelving beach. As previously highlighted, access to the coastal area is integral to the success of the new tourism destination on Anglesey otherwise the scheme will directly compete with other inland leisure developments elsewhere in the UK;
3. Highly accessible with excellent access by rail, road (with excellent links to the A55) and the sea. The existing road infrastructure is of good quality and deliverable off site highways works will be provided;
4. Within 30 minutes travel time of the Wylfa Nuclear Power Station New Build enabling a temporary workers accommodation complex to be created; and
5. Situated in a highly sustainable location on the edge of Holyhead which provides good accessibility to the local population to take maximum advantage of the employment opportunities that will be created.

## Housing

### Affordable housing

5.24 The residential development will deliver a proportion of affordable housing. The extent of affordable housing is to be agreed with IOACC and is subject to viability testing.

### Homes for local people

- 5.25 Affordable homes will be restricted to local people where practicable, working in association with a Registered Housing Provider.

### Housing requirement

- 5.26 The annualised Anglesey Joint Housing Land Report 2011 (published in July 2012) reports that Anglesey has a 5.1 years supply of housing<sup>6</sup>. As a result, Anglesey only just has a five year supply and therefore it is essential that deliverable sites for housing continue to be approved to ensure that the deliverable five year supply is maintained. As a result, the proposed residential development will make a positive contribution to Anglesey's housing land position.

### Residential ribbon development along the B5025

- 5.27 Following the concerns raised during the consultation event the scheme design has been changed to remove this part of the housing scheme from the development proposals.

### Flood risk at Kingsland

- 5.28 Flood risk at the Kingsland site is limited and appears only to relate to the low land marsh at the north west of the site, which drains northwards. As such suitable mitigation measures will be implemented to ensure that the proposals do not impact upon the flood risk in the local area.

## **Wylfa Power Station**

### Status of Wylfa Power Station

- 5.29 In March 2010 Horizon Nuclear Power (Horizon) announced Wylfa as their preferred site for their first nuclear development in the UK. In March of this year, following a strategic review, separately carried out by both parent companies of Horizon, (RWE npower and E.ON), it was announced that they would not proceed

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<sup>6</sup>Joint Housing Land Availability Study 2011, July 2012, paragraph 2.4

to develop new nuclear power projects in the UK through the Horizon joint venture, including the new build scheme at Wylfa.

- 5.30 Horizon was made available for sale and on 30 October 2012, E.ON and RWE announced that Hitachi, Ltd has agreed to purchase Horizon for £696 million, and take over the on-going development of Horizons plans for new nuclear power in the UK including the proposals at Wylfa. The transaction is expected to complete by the end of November 2012.
- 5.31 Hitachi, Ltd is headquartered in Tokyo, Japan, and is a leading global electronics company with approximately 320,000 employees worldwide. The company is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them.
- 5.32 The new power station will safeguard skills locally and provide multiple effects in related industries such as construction, with positive effects on Anglesey, North Wales and the Welsh economy. The estimated six year construction period will provide very significant job opportunities, reaching 6,000 workers at its peak in 2017.

### **Impact on Holyhead and its Facilities**

#### Impact on Holyhead and its facilities

- 5.33 The retail elements at the Penrhos site will be contained within the secure areas of the site and as such will not be open to the general public and will not compete directly with equivalent facilities in Holyhead. The retail units will be occupied by farmers markets and other local producers, offering support to the local economy. The proposed Bathing House restaurant aims to provide high-end dining, which will complement rather than compete with restaurants in Holyhead. Furthermore, the restaurant will use local produce, further supporting the local food economy.

Improved connection between Holyhead and the scheme

- 5.34 The Coastal Path, which links the Penrhos site with Holyhead, will be retained, enhanced and maintained as part of the proposals. Pedestrian and cycle infrastructure will also be improved and linked in to the existing national cycle route and the facilities already installed at Parc Cybi.
- 5.35 The development will also include a green shuttle service linking the development sites with Holyhead town centre and the railway station, providing excellent accessibility between the sites for visitors, residents and employees alike.

Local impacts on local amenities

- 5.36 Other than the proposed Bathing House restaurant there will not be public access to the retail facilities on the site thereby limiting any potential impact the proposal would have on existing retail provision in the locality.

**Golf Club and Leisure Centre**Proximity of residential development to the Golf Club

- 5.37 Following on from concerns raised during the consultation exercise and in order to ensure the safety of residents a woodland buffer has been designed into the development to ensure that potential golf ball strike issues are avoided.

Protection of the Golf Club

- 5.38 The Golf Club will be protected and does not form part of this application.

Refurbishment of the Leisure Centre

- 5.39 The viability of refurbishing Holyhead leisure centre does not form part of the development Application . The proposals will however deliver a series of leisure based community facilities as set out below.

## **Proposed facilities**

### Range of facilities

- 5.40 The consultation responses received in relation to the range of facilities to be provided were overwhelming positive. Some responses enquired about the provision of additional facilities that would be publically accessible including an indoor swimming pool, indoor bowls, cricket nets and course fishing. The viability of providing these additional facilities will be assessed once the leisure facility is operational.
- 5.41 There is no obligation to retain the existing cricket and football pitches at Penrhos although the development does propose to relocate and recreate a new cricket and football pitch to the south of the Cae Glas site.

### Jet Ski objection

- 5.42 No jet skiing will be permitted within the SSSI.

### Consideration of second visitor/ education centre as part of the proposals

- 5.43 The proposed visitors centre at Cae Glas will be of exemplary standards of sustainability and will represent the gateway to an important local facility. A second centre is not considered viable.

## **Overdevelopment**

### The size and scale of the proposed development

- 5.44 The scale of the development is based upon a viable business model for a 'Destination' leisure village in this location. Key attributes for sustainable economies of scale are underpinned by a significant population catchment area within 3 hour travel time, unique coastal access and natural environment, quality of leisure accommodation and facilities commensurate with quality of the landscape and history of leisure industry in the locality.

### Retention of woodland and public access

- 5.45 The majority of woodland at the sites is being retained and enhanced as part of the proposals. Although woodland is being lost at Penrhos to facilitate the development, new tree planting and a management programme to increase the health and variety of the existing woodland will be implemented to mitigate for the loss. At Cae Glas there is an urgent requirement to implement pro-active management of the existing woodland stock and at Kingsland there is no tree cover and the new development proposes extensive new tree planting.
- 5.46 Access to large areas of the Coastal Park woodland will be retained and new woodland areas and the nature reserve will be opened up for public access at Cae Glas.

### **Other Comments**

#### Security

- 5.47 The site will be secured through the use of a variety of boundary treatments that have been designed to provide appropriate segregation between public and private areas whilst utilising natural or appropriate materials to minimise the visual impacts. Boundary treatments will be supplemented by planted buffer zones to soften the public/private boundaries and create a more naturalist environment.

#### Impact on local housing

- 5.48 All existing housing on and in close proximity to the site have been fully considered as part of the masterplan proposals and the impact has been minimised as far as possible and where there would be any adverse impacts appropriate mitigation measures have been proposed to alleviate this.

#### Linkage to Biomass Plant

- 5.49 Land and Lakes has confirmed its intention to implement a district heating system utilising waste heat from the consented biomass plant on the existing AAM site. The planning permission for the biomass plant obligates the biomass developer to provide a link to the edge of their site in the event that adjacent land users

propose to use waste heat for this purpose. Therefore, indicative routes have been put forward by Land and Lakes to illustrate the potential pipeline routes between the biomass plant site and Penrhos, Cae Glas and Kingsland. It must be noted, however, that the delivery of this infrastructure is wholly dependent upon the delivery of the biomass plant being reasonably foreseeable.

Redline boundary encroaching over Trearddur Mews Property

5.50 The red line boundary has been amended to omit this property.

## 6. SUMMARY AND CONCLUSIONS

- 6.1 Land and Lakes Ltd have undertaken extensive pre-application and community consultation during the preparation of this planning application. It is considered that the scope of the community consultation undertaken has gone beyond the requirements of best practice community consultation.
- 6.2 Land and Lakes Ltd have taken account of the views expressed by the local community and have engaged with all relevant stakeholders in a variety of different ways to ensure that feedback received has been fully considered and evaluated. This Statement of Community Involvement provides a comprehensive overview of the consultation process.
- 6.3 Following the stakeholder consultation event, public exhibition and online consultation, the comments received have been reviewed by Land and Lakes Ltd and the scheme has been amended, where practicable and achievable, bearing in mind relevant technical and planning policy considerations.
- 6.4 This Statement of Community Involvement has demonstrated that Land and Lakes Ltd have undertaken significant pre-application discussions with Isle of Anglesey County Council and consulted widely within the local community and with a range of other consultees. Land and Lakes will continue to engage with the local community throughout the planning process. A community advice leaflet will be hand delivered to local residents and businesses explaining the detail of the application submission, together with regular updates on their website [www.landandlakes.co.uk](http://www.landandlakes.co.uk).
- 6.5 Land and Lakes Ltd are committed to delivering a scheme that incorporates the views of the local community and has endeavoured to mitigate, so far as it is possible, the concerns raised, whilst ensuring that the proposed development is viable and deliverable. The application proposals therefore fully align with consultation guidance and relevant planning policy at national, regional and local levels.

**APPENDIX 1:**  
**STATUTORY CONSULTEE CONSULTATION SCHEDULE**

## **Appendix 1 – Statutory Consultee Consultation Schedule**

- 1) Isle of Anglesey County Council (IOACC)
- 2) Countryside Council for Wales (CCW)
- 3) CADW
- 4) Environment Agency
- 5) Welsh Water
- 6) RSPB
- 7) Holyhead Town Council
- 8) Trearddur Bay Community Council



**APPENDIX 2:**  
**LIST OF OTHER INTERESTED PARTIES**

## **Appendix 2 – List of Consultees**

- 1) Holyhead High School
- 2) Albert Owen MP
- 3) Trefor Lloyd Davies
- 4) Jane Blakey
- 5) Mike Milligan
- 6) Dr Craig Shuttleworth
- 7) Dafydd Evans- Principal and Chief Executive
- 8) Prof Sian Hope
- 9) Dr Trefor Wyn Jones
- 10) Agoriad Cyf, Holyhead
- 11) The Morawelan and London Road Regeneration Partnership
- 12) Plas Cybi Partnership
- 13) Personal meetings with all the current tenants on the AAM land and residents within close proximity (including Elaine Gracie and Mr and Mrs Garrod off site)
- 14) Anglesey Aluminium Cricket Club– David Spens, Derek Griffiths
- 15) Cricket Wales – Director of cricket Peter Hybart
- 16) Holyhead Hotspurs FC – Dave Hughes
- 17) Friends of Penrhos – Protest Group – Leaders Mike & Jan Pendragon and Ray Massey
- 18) Press – H&A mail, radio and daily post
- 19) Kehoe Countryside – Andy and Hilary Kehoe
- 20) James McAllister Snr - Plas Coch holiday home park
- 21) James McAllister Jnr - Brynteg holiday home park

**APPENDIX 3:**  
**PRIVATE VIEWING INVITATION TO**  
**WARD COUNCILLORS AND LOCAL MP'S**

Dear

## **PUBLIC EXHIBITION OF DRAFT PROPOSALS**

I am writing to inform you that Land and Lakes Ltd, the company behind new leisure / housing proposals for land surrounding the Anglesey Aluminium plant in Holyhead are holding a public exhibition of their early proposals on Friday 21<sup>st</sup> October between 10.00pm and 7.00pm and Saturday 22nd October between 10.00am and 2.00pm at Holyhead Town Hall, Newry Street, Holyhead, LL65 1HN.

Please contact Evlyn Goddard by email [evlyn.goddard@landandlakes.co.uk](mailto:evlyn.goddard@landandlakes.co.uk) if you would like further information.

Yours sincerely

Richard Sidi  
Chief Executive

**APPENDIX 4:**  
**PRIVATE VIEWING INVITEES**

**APPENDIX 4 – PRIVATE INVITEES – THURSDAY 20<sup>th</sup> OCTOBER 2011 AT 4:00PM**

**Cllr W I Hughes**

Cefn Gwyn  
Trefor  
LL65 3UN

**Cllr D R Hughes**

Gwelfor  
Moelfre  
LL78 8LH

**Cllr Eric Jones**

Rhoswen  
14 Bronlfys  
Gaerwen  
LL60 6JN

**Cllr R Dylan Jones**

Ty Nesa  
Madyd Farm  
Almwhich  
LL68 9DA

**Cllr S Williams**

47 Gaerwen Uchaf  
Estate  
Gaerwen  
LL60 6HN

**Cllr P S Rogers**

Bodrida  
Brynsiencyn  
LL61 6NZ

**Cllr I Williams**

Bryn Arfon  
Lon Pant y Cydun  
Tyngongl  
LL74 8UF

**Cllr R A Dew**

Glan Gors  
Llanfaelog  
LL63 5SR

**Cllr B Durkin**

Aber Falls Hotel  
Abergwyngregyn  
Llanfairfechan  
LL33 0LD

**Cllr K Evans**

Straits Gaze  
Holyhead Road  
Menai Bridge  
LL59 5RH

**Cllr C L Everett**

23 Nant y Felin  
Kingsland  
Caergybi/Holyhead  
LL65 2TQ

**Cllr F M Hughes**

Rhandir Mwyn  
2 Brig y Nant  
Llangefni  
LL77 7QD

**Cllr R L Hughes**

Cefn Canol  
Llangristiolus  
Bodorgan  
LL62 5PW

**Cllr G W Roberts OBE**

Erwau'r Gwynt  
Burwen  
Amlwch  
LL68 9RR

**Cllr E Schofield**

Olgra  
Marianglas  
LL73 8PL

**Cllr R Jones**

1 Bryn y Mor  
Turkeyshore Road  
Holyhead  
LL65 2HN

**Cllr A Morris Jones**

Seibiant  
Rhosybol  
Amlwch  
LL68 9TR

**Alan Smith**

Horizon Nuclear  
Power

5210 Valiant Court  
Gloucester Business Park  
Delta Way  
Gloucester  
GL3 4FE

**Mr Richard Parry Jones**

Chief Executive  
Anglesey County Council  
Council Offices  
Llangefni  
LL77 7TW

**Jason Thomas**

Head of BETS Infrastructure  
Welsh Government  
Cathays Park  
Cardiff  
Wales CF10 3NQ

**Cheryl Dennis**

Business Development Manager  
Welsh Government  
Sarn Mynarch  
Llandudno Junction  
North  
Wales  
LL31 9RZ

**Dafydd Hughes**

Department of Business and  
Enterprise,  
Technology and Science  
Welsh Government  
Sarn Mynarch  
Llandudno Junction  
North Wales  
LL31 9RZ

**Gareth Hall**

Department of Business and  
Enterprise,  
Technology and Science  
Welsh Government  
Sarn Mynarch  
Llandudno Junction  
North  
Wales  
LL31 9RZ

**Gwenilian Roberts**

Head of the Energy and Environment  
Sector  
Welsh Government  
Sarn Mynarch  
Llandudno Junction  
North  
Wales  
LL31 9RZ

**Lawrence Manly**

Head of Appraisal, North Wales  
Welsh Government  
Sarn Mynarch  
Llandudno Junction  
North  
Wales  
LL31 9RZ

**Mrs Edwina Hart**

c/o Alexandra Long  
Minister for Business, Enterprise,  
Technology and Science  
National Assembly for Wales  
Cardiff  
Bay  
Cardiff  
Wales CF99 1NA

**Albert Owen MP**

18 Thomas St  
Holyhead  
LL65 8RR

**Tim Sims**

Royal Society For The Protection Of  
Birds  
Plas Nico  
Holyhead  
LL65 1YH

**Cllr Owen Glyn Jones**

Maerdy'  
Stryd Llewelyn  
Aberffraw  
LL61 6TJ

**Cllr K P Hughes**

Garn-For  
4 Tan y Fellin  
Rhydwyn  
Anglesey

LL65 4EJ

**Cllr W J Chorlton**

80 Penrhyn Geiriol  
Trearddur Bay  
Holyhead  
Anglesey  
LL65 2YW

**Cllr J Albert Roberts**

2 New Street  
Four Mile Bridge  
Anglesey  
LL65 2PZ

**Cllr J V Owen**

Llys-y-Foel  
South Stack  
Holyhead  
LL65 1YH

**Cllr R Medi**

Rhosgerdd  
14 Maes y Coed  
Talwrn  
Llangefni  
LL77 7UA

**Mr Arthur Owen**

Corporate Director, Planning & Environmental  
Services  
Council Offices  
Anglesey County Council  
Llangefni  
Anglesey LL77 7TW

**Dylan Williams**

Acting Head of Service, Economic Development  
Council Offices  
Anglesey County Council  
Llangefni  
Anglesey LL77 7TW

**Jim Woodcock**

Head of Planning Service  
Planning and Environmental Services  
Council Offices  
Anglesey County Council  
Llangefni  
Anglesey LL77 7TW

**Gwyndaf Jones**

Head of Planning & Control  
Planning and Environmental Services  
Council Offices  
Anglesey County Council  
Llangefni  
Anglesey LL77 7TW

**Sasha W Davies**

Anglesey Energy Island Programme Director  
Council Offices  
Anglesey County Council  
Llangefni  
Anglesey LL77 7TW

**Iwan Williams**

Project Manager  
Environment Agency  
Ffordd-Penlan Parc  
Menai  
Bangor  
Gwynedd  
LL57 4 DE

**Manon Lewis**

Countryside Commission for Wales  
Maes-y-Ffynnon  
Penrhosgarnedd  
Bangor  
Gwynedd  
LL57 2DW

**Mr Alex Aldridge**

Commissioner for Economic Development,  
Environment and Highways and Transportation  
Chief Executive's Office  
Isle of Anglesey County Council  
County Offices  
Llangefni  
LL77 7TW

**Mr Byron Davies**

Commissioner for Corporate Management and  
Finance  
Chief Executive's Office  
Isle of Anglesey County Council  
Council Offices  
Llangefni  
LL77 7TW

**Cllr Gwilym O Jones**

Chairman of Anglesey County Council  
Bryngwyn  
6 Tre Ifan  
Caergeiliog  
LL65 3YB

**Cllr R L Jones**

Vice Chairman of Anglesey County Council  
Namor  
19 Tan y Bryn Road  
Caergybi / Holyhead  
LL65 1AR

**Cllr Bryan Owen**

Leader of the Council  
Adlais yr Engan  
Llangristiolus  
LL62 5NT

**Cllr R G Parry OBE**

Vice Chairman of Anglesey County Council  
Treban Meurig  
Bryngwran  
LL65 3YN

**Cllr H E Jones**

Tanpencefn Bach  
Brynsiencyn  
LL61 6TJ

**Cllr Trefor Lloyd Hughes**

8 Bryngwyn Road  
Caergybi  
LL65 1ST

**Cllr Goronwy O Parry MBE**

Hafod yr Ynys  
Y Fali/Valley  
LL65 3HB

**APPENDIX 5:**  
**INVITATION FLYER TO LOCAL RESIDENTS AND BUSINESSES**



**LAND  
& LAKES**  
Environments for life

## **PUBLIC EXHIBITION OF DRAFT PROPOSALS BY LAND AND LAKES LTD**

Land and Lakes Ltd would like to invite you to attend a Public Exhibition on their draft proposals for three areas of land surrounding the Anglesey Aluminium plant.

***Penrhos*** - High quality leisure village & public access

***Cae Glas*** - Leisure accommodation & nature reserve

***Kingsland*** - Residential development

You will have the opportunity to view the draft development proposals and express your views. Members of our multi-disciplinary team will also be on hand to answer any questions.

**Your opinion is important so please come along to:**

**Holyhead Town Hall,  
Newry Street, Holyhead,  
LL65 1HN**

**and have your say on:**

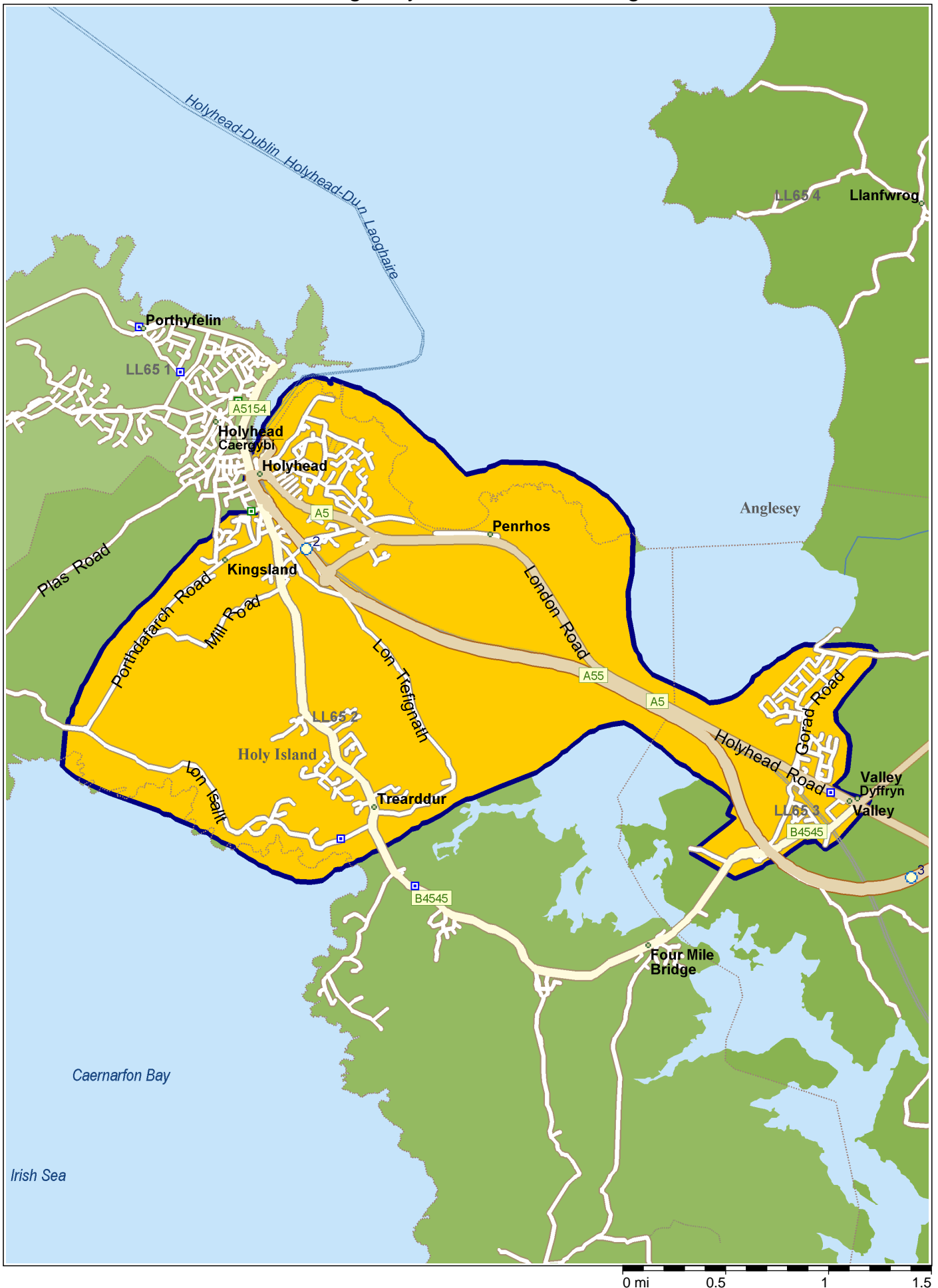
- **Friday 21st October**  
between 10am and 7pm
- **Saturday 22nd October**  
between 10am and 7pm

For more information please  
contact Evlyn Goddard at  
[evlyn.goddard@landandlakes.co.uk](mailto:evlyn.goddard@landandlakes.co.uk)  
or telephone 01228 674114.

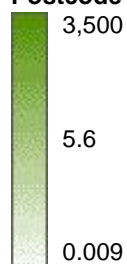


**APPENDIX 6:**  
**INVITATION FLYER DISTRIBUTION AREA**

# Isle of Anglesey, Wales, United Kingdom



**2005\_Area, square kilometres by  
Postcode Sector**



**APPENDIX 7:**  
**DAILY POST ADVERTISEMENT**



# LAND & LAKES

Environments for life



## PUBLIC EXHIBITION OF DRAFT PROPOSALS

Land and Lakes would like to invite you to attend a Public Exhibition on their draft proposals for three areas of land surrounding the Anglesey Aluminium plant.

Your opinion is important to us so please come along to Holyhead Town Hall, Newry Street, Holyhead, LL65 1HN on either Friday 21st October between 10am and 7pm or Saturday 22nd October between 10am and 2pm.

For more information please contact  
Evlyn Goddard on 01228 674114 or  
email [evlyn.goddard@landandlakes.co.uk](mailto:evlyn.goddard@landandlakes.co.uk)

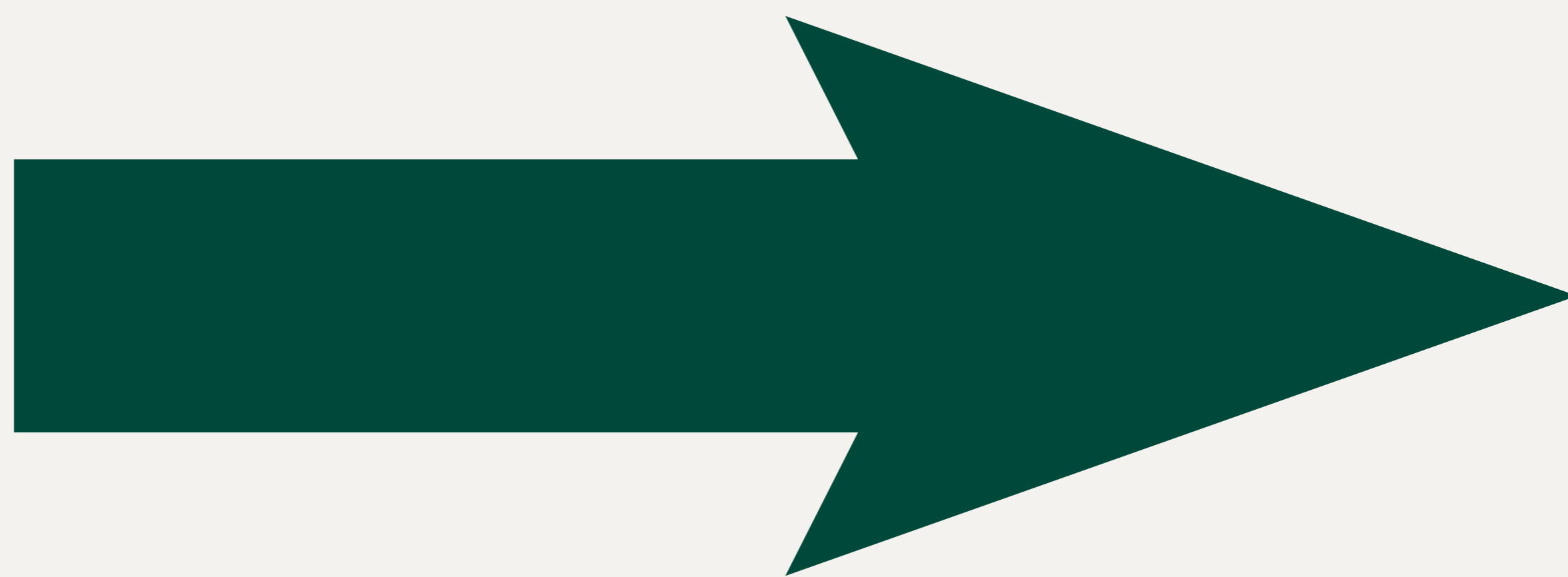
**APPENDIX 8:**  
**EXHIBITION POSTER**



**LAND  
& LAKES**  
Environments for life



**PUBLIC EXHIBITION  
OF DRAFT PROPOSALS  
BY LAND AND LAKES LTD**



**Friday 21st October**  
Between 10am and 7pm

**Saturday 22nd October**  
Between 10am and 2pm

**APPENDIX 9:**  
**EXHIBITION BOARDS**

# WELCOME TO THE EXHIBITION

Land and Lakes would like to welcome you to the Public Exhibition of the proposals for the redevelopment of three separate sites - Penrhos, Cae Glas and Kingsland.

The exhibition is an opportunity to view the draft proposals and provide Land and Lakes with valuable feedback.

## HOW DOES THE EXHIBITION WORK?

There are two identical exhibition displays to the left and right in Welsh and English language. Each display has a series of display boards which describe the three sites and the draft proposals. Please take as much time as you like to read the boards and talk to members of our project team.

We would be grateful if you could fill in a comment form and leave it in the comments box before you leave.

English



# WHO WE ARE AND WHAT WE ARE PROPOSING

**Land and Lakes is a dynamic tourism and leisure company which has an emphasis on environmental awareness and the development of year round resorts that promote healthy adventurous lifestyles.**

Richard Sidi, Land and Lakes Chief Executive defines the vision for the area:

*“Our objective is to create a quality ‘destination’ leisure resort of national significance to provide a sustainable economic legacy. We believe there will never be a better opportunity than now to realise that objective and to boost the area’s tourism industry. An opportunity to provide self contained workers accommodation for the Wylfa new build Power Station has also been presented in the short term. The sites are unique in character and location and we are hugely excited about developing our plans for this flagship leisure village which will include extensive amenities and provide upwards of 600 jobs.”*

The proposed development is made up of three distinct but related sites:

- **Penrhos:** High quality leisure village and attractive publicly accessible areas;
- **Cae Glas:** Nature reserve, visitor centre, leisure lodges, hotel and conference facilities; and
- **Kingsland:** High quality residential development.

## LAND AND LAKES PROJECT TEAM

Land and Lakes are working with a multi skilled technical team for this important project. A wide range of site surveys have been carried out which have assisted with the preparation of the draft proposals. These assessments cover:

- Ecology
- Flood Risk and Drainage
- Landscape and Visual
- Transportation
- Noise and Air Quality
- Infrastructure and Services
- Ground Conditions
- Archaeology
- Waste

## The members of the project team available at this exhibition are:

### Land & Lakes

Richard Sidi, Chief Executive



Richard Sidi

### Planit IE – Masterplanners/Landscape Architects

Edward Lister

John Willerton



Edward Lister



John Willerton

### Purcell Miller Tritton - Architects

Rob Chambers

Delyth Williams (Welsh Speaker);

Elgan Jones (Welsh speaker);



Rob Chambers



Delyth Williams



Elgan Jones

### How Planning - Planning Consultants

Gary Halman

Chris Peacock



Gary Halman



Chris Peacock



Tony Dolan

### Curtins Consulting - Transport Consultant

Tony Dolan

### TEP - Ecologist

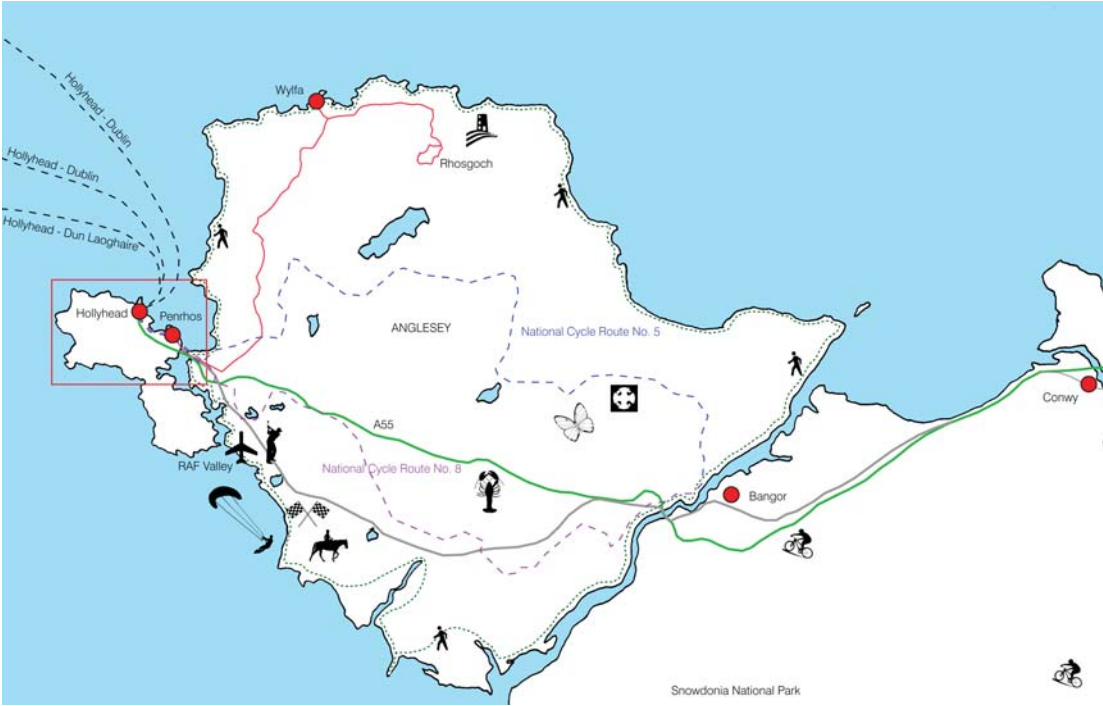
Tim Ross



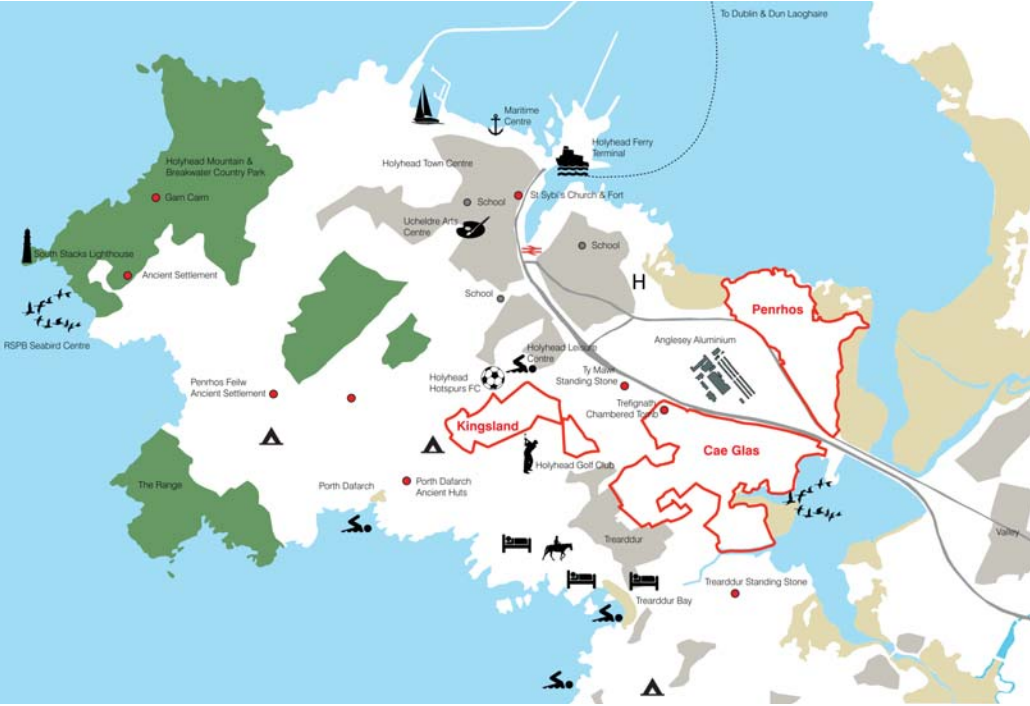
Tim Ross

# BACKGROUND TO THE PROPOSALS

## WIDER CONTEXT - TOURISM ON ANGLESEY



## LOCAL CONTEXT - TOURISM ON HOLY ISLAND



## THE SITE

- Anglesey Aluminum Metals (AAM) has allowed the public to use the Penrhos Estate as part of their Community Relations Programme since 1969 when the aluminum smelter became operational.
- AAM ceased smelting in 2009 and as a direct result AAM are no longer in a position to fund the ongoing maintenance of the Estate.
- Over the last two years AAM have been keen to find a new owner for the land who would allow the public continued access whilst creating a legacy for the local community.
- The current maintenance programme costs AAM a considerable amount per year which they can no longer continue to fund.
- Land and Lakes are now contributing to this maintenance fund during the planning process with a view to becoming the main steward of the sites for the long term.
- The land is privately owned so it is important that AAM find an appropriate steward that has a sustainable business plan otherwise the community benefits currently enjoyed on the land are likely to be lost.

## TOURISM

Tourism has always been a very important part of the economy:

- **Holy Island is highly accessible by road, rail and sea, with a population of nearly 20 million within a three hour travel time (figure 1).**
- Anglesey has 120 miles of coastline and a wide variety of tourist attractions.
- Anglesey benefits from over £200 million of tourist spend per year.
- Visitor trips are however highly seasonal with 70% of trips taking place within the summer months.
- Demand for good quality food and accommodation in Anglesey is strong, showing a clear demand for a quality leisure destination suitable for this unique location.

## AN EXCITING OPPORTUNITY

Land and Lakes have an exciting opportunity to make a significant economic impact that is predicted to include:

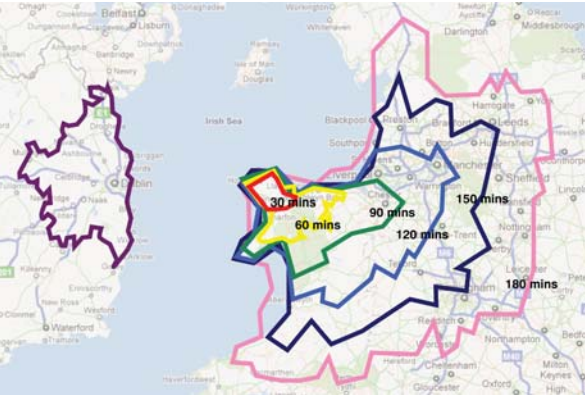
- £30 million of income into the local area during construction (25% of the current development projected cost of £120 million).
- 600 full time equivalent jobs, which will inject an estimated £8 million per year into the local economy.
- £5 million spend on local and regional suppliers per year.
- £100,000 budget per year to train the Leisure Village workforce.
- 150,000 guests per year, bringing an estimated £1.5 million to regional attractions and facilities.

## WYLFA

In 2011, a site at Wylfa was approved by Government as potentially suitable for a new nuclear power station. Horizon Nuclear Power wants to ensure a positive legacy for current and future generations is created. The construction will require a skilled workforce of at least 5,000 during its peak.

An element of the Cae Glas site could be made available for a self contained campus which would then be refurbished for a long term legacy of additional leisure accommodation after the workforce have left. This leisure legacy would complement and add further facilities to those being proposed at Penrhos.

	Population	Cumulative
0-30 mins	76,818	76,818
30-60 mins	126,680	203,498
60-90 mins	556,544	760,042
90-120 mins	3,961,909	4,721,951
120-150 mins	4,364,213	9,086,164
150-180 mins	8,670,560	17,756,724
Greater Dublin	1,801,040	19,557,764



Travel Time Analysis (Figure 1)



Aerial View of Penrhos and Cae Glas



Holyhead Mountain View



Trefignath Burial Chamber

# THE SITES

The sites are shown on the aerial photographs displayed below. The boundaries of the sites are shown in white.

## Penrhos

Approximately 78 hectares (192 acres) and is located immediately to the north east of the AAM plant and along the coastline. AAM currently allows public access to the coastal and woodland areas. The site has three access points and part of National Cycle Route 5 runs through.

## Cae Glas

Located to the south of the AAM plant and to the north east of Trearddur Bay. The site is approximately 128 hectares (316 acres) and adjoins the inland sea coastline to the east. Currently there is no public access to this site.

## Kingsland

Approximately 33 hectares (83 acres) and is located to the south of Holyhead, west of Parc Cybi and north of Holyhead Golf Club. Holyhead Hotspur FC and Holyhead Leisure Centre immediately adjoin the site to the north. There is a public footpath running through the site.



Aerial Photograph 1: Wider Context



Aerial Photograph 2: Detailed Context

# PENRHOS - THE VISION

- To create a highly sustainable and environmentally focused leisure village.
- A mix of high quality accommodation with a range of sports and leisure facilities.
- A characterful central village will be created from the refurbishment of the existing Penrhos Estate buildings and sensitive new build.

The leisure village will include:

- Approximately 500 Lodges and Cottages
- Cafes and Bars
- Indoor Sports and Play
- Indoor Subtropical Waterpark
- Shops for Local Produce
- Cycle Routes
- Spa and Saunas
- Restaurants
- Coastal and Woodland Trails

Our vision includes continued public access to the site within a managed landscaped coastal park.

## UNDERSTANDING THE SITE

We have carried out a series of assessments to understand the sites characteristics (see figure 2 below) and the key elements are:

### 1 HISTORY AND ARCHAEOLOGY

The site has a rich history, largely associated with the Penrhos Estate. The estate was the seat of the principal land and property owners on Holy Island for over 400 years. Some of the buildings have been given listed status in recognition of their historical value. A key priority within the proposals is to respect and reinstate the intrinsic historic value of the site.



The Boat House  
(historical image)



Penrhos Manor House  
(now demolished)

### 2 ECOLOGY AND TREES

The site has rich ecological value associated with the coastline, and woodland provides a potential habitat for species such as badgers and bats. A key principle is to conserve and enhance the conservation value of the site.



Woodland and ground flora

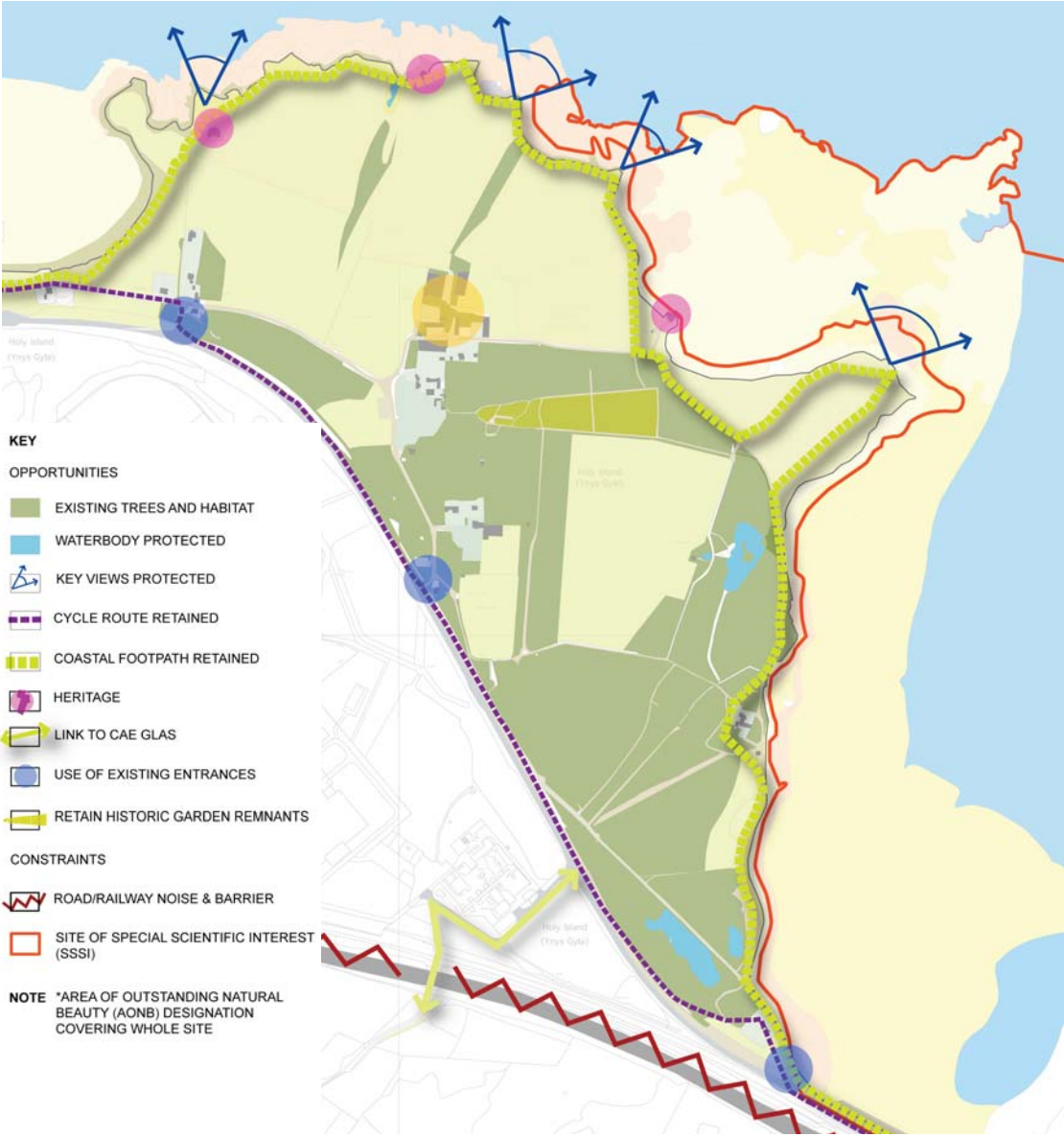
### 3 PUBLIC ACCESS

The permissive Coastal Footpath route allows users to enjoy the Penrhos coastline. The cycle route along the site's boundary with the A55 forms part of the Sustrans National Cycle Route 8, and National Cycle Route 5. The proposals aim to retain and enhance these routes.



Permissive Coastal Path

PLAN SHOWING SITE CHARACTERISTICS (FIGURE 2)



## THE VILLAGE

A detailed understanding of the inherent characteristics and history of the site has informed our proposals for the leisure village.

A mix of woodland lodges, headland lodges with sea views and estate cottages provides high quality accommodation available 365 days a year. A mix of 2, 3, and 4 bedroom, single and 2 storey accommodation is proposed

#### Sketch Perspectives



Estate Cottages



Woodland Lodges



The Village centre



Spa & Gardens

#### Typical Images



Woodland Lodges



Woodland Lodges



Woodland Lodges



Estate Cottages

The draft Penrhos masterplan is below, and a key is provided identifying the type and location of the proposed accommodation and facilities.



# PENRHOS - WHAT DOES IT MEAN FOR YOU?

The development at Penrhos will create a number of new public facilities and high quality walking and cycling routes. Old historic buildings will be sensitively brought back to life.

Figure 3 shows the areas to be managed and maintained for long term public use and access.



## 1 THE BOAT HOUSE (Cafe and Watersports)

The original 19th century timber building has disappeared, leaving just weathered stone plinths. We propose to reinstate a modern interpretation of the earlier building to function as a cafe and water sports centre.



## 2 THE BATHING HOUSE (Restaurant)

Built in the 19th century but substantially modified. It is proposed that the now derelict building is transformed to provide a visually striking, sustainable and contemporary restaurant with far reaching sea views. Local materials are proposed to ensure that the building is respectful of its setting.



## 3 PUBLIC ACCESS

The existing car park, permissive coastal footpath and cycle route will be retained and enhanced with a long term commitment to maintenance and management.



## 4 ENHANCED ECOLOGY AND INTERPRETATION

In addition to enhanced pathways, new information points and places to sit and enjoy the view will be created. The sensitive coastal ecology is preserved and managed to allow access with minimal impact.



# CAE GLAS - THE VISION

The overall vision has two key development stages:

1. In the short term, a secure environment to provide a self contained campus to house some of the Wylfa nuclear construction workers as part of the required accommodation mix. A park and ride coach service will transport the workers to and from Wylfa to manage traffic flow.
2. In the longer term, the workers accommodation will be refurbished to provide additional leisure accommodation, hotel, conference and indoor facilities.

Our Vision also includes a nature reserve of international recognition to provide a day visitor attraction, together with a visitor centre and education facility.

## UNDERSTANDING THE SITE

We have carried out a series of assessments to understand the sites characteristics (see figure 4 below) and the key elements are:

### 1 HISTORY AND ARCHAEOLOGY

The site incorporates features of archaeological and historical value including Tre Gof Farm and Trefignath Burial Chamber.



Tre Gof Farm

### 2 ECOLOGY

Part of the site is exceptional in terms of it's ecological value and habitat provision, particularly along the coastline, and is therefore extremely sensitive to access and change.



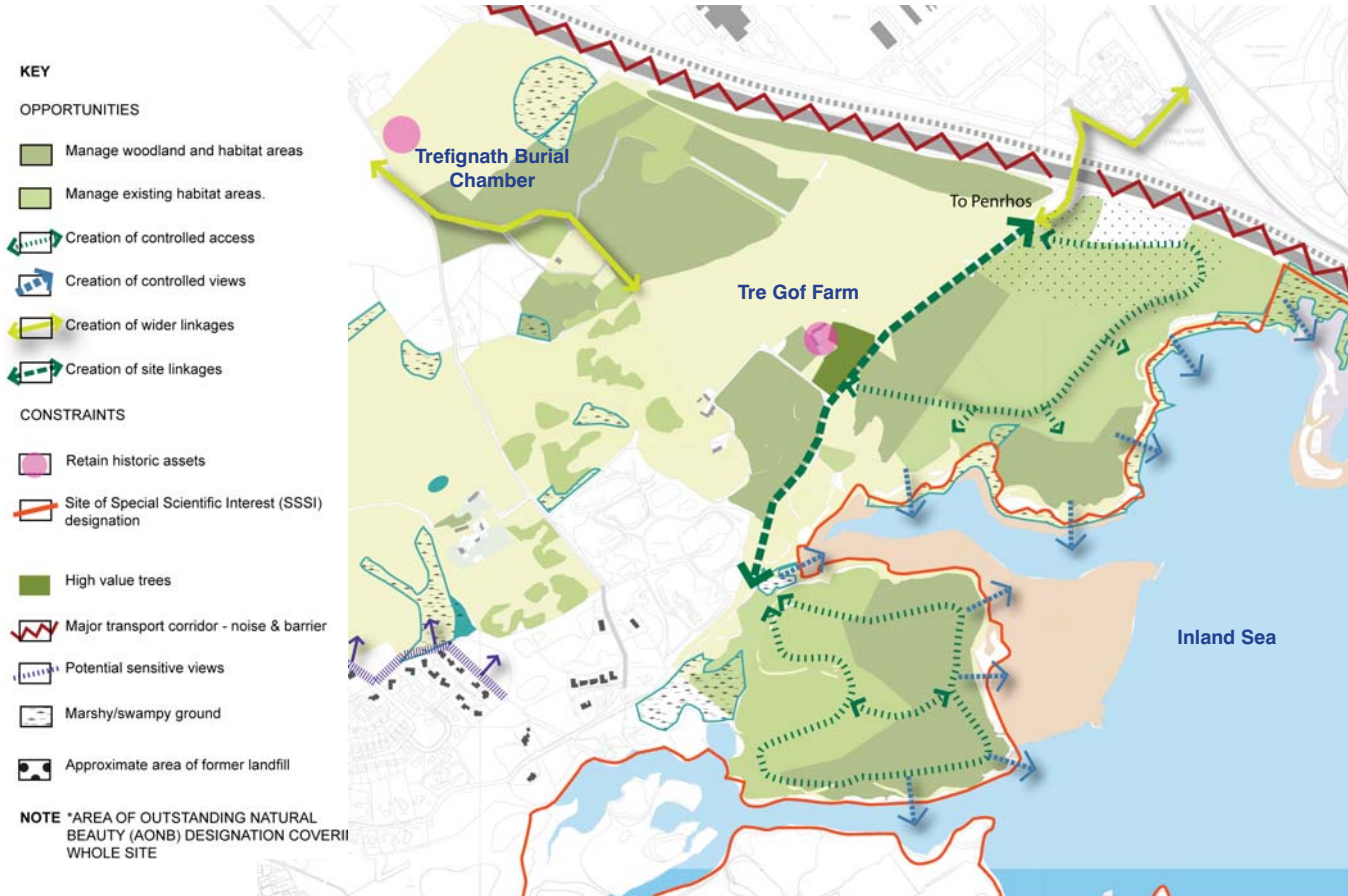
Inland Sea Coastal Habitat

However, the majority of the area is overgrown, and would benefit from management to enhance the habitat and ecological value.



Cae Glas former landfill area

### PLAN SHOWING SITE CHARACTERISTICS (FIGURE 4)



## CAE GLAS PROPOSALS

The Cae Glas proposals will comprise:

Short Term Nuclear Workers Accommodation in the form of:

- Purpose built 3 storey accommodation building to provide single occupancy rooms as well as a central area for food and drinks;
- Lodge Accommodation sub divided into 6 or 8 single occupancy bedrooms each with private wc, shower and washbasin.

Long Term Leisure Development to replace the workers complex in the form of:

- Hotel and conference facilities with additional leisure offer;
- 250 refurbished lodges to create 2, 3 and 4 bedroom holiday accommodation;
- Nature Reserve of international recognition and educational facility.



Restaurant, Cafe and Indoor Leisure Complex



Lakeside and Woodland Lodges

# CAE GLAS - MASTERPLAN

The leisure development and nature reserve draft masterplan is below. A key is provided identifying the type and location of the uses proposed.



1  
Visitor Centre and Education Facility



2  
Lakeside and Woodland Lodges



3  
Restaurant, Cafe and Indoor Leisure



4  
Nature Reserve



5  
Nature Reserve

# CAE GLAS - WHAT DOES IT MEAN FOR YOU?

A nature reserve, visitor centre and education facility within the stunning location that bounds the inland sea.

A unique day visitor attraction will be created as shown on figure 5



NATURE RESERVE (FIGURE 5)

## ECOLOGY AND ACCESS

A committed long term program of management to this area will enhance its ecological value protecting the existing habitat and encouraging greater diversity of species.

A sensitive ‘light touch’ approach to the nature reserve will provide an important educational and recreational resource of local, national and potentially international significance.

We would expect delivery of these enhancement works to be phased over a number of years to minimise disruption of the existing habitat and associated flora and fauna.

Access to areas may be restricted in sensitive breeding periods.



1 Ecology and Access: Non intrusive timber board walks and wildlife observation point



2 Ecology and Access: Historic walls and buildings restored and utilised within the nature reserve

## EDUCATION, SKILLS AND EMPLOYMENT

Opportunities for local employment and training in woodland and ecological management skills will be sought to help deliver and maintain our long term vision for the wildlife reserve.

A visitor centre is proposed at the heart of the reserve providing a learning resource base with an observation cafe, web cam viewing, classrooms and conference facilities.



3 Proposed Visitor Centre



Nature reserve wildlife conservation, education and employment

# KINGSLAND - UNDERSTANDING THE SITE AND VISION

A sustainable modern 2 storey housing development of approximately 425 dwellings. A mix of 4 and 5 bedroom executive houses, 2 and 3 bedroom family homes and affordable housing provision.

The proposed layout of the streets and houses have been orientated to minimise visual impact from surrounding residential areas and allow for green linkages to filter through the site.

Informal parkland around the development draws in the adjacent natural landscape providing a green buffer between the site and surrounding area.

## MASTERPLAN



How it could look



How it could look

# OVERALL MASTERPLAN

An overall draft masterplan is provided for the three sites.



- VEHICULAR ACCESS
- SERVICE/EMERGENCY VEHICULAR ACCESS



#### Development Proposals (approximately):

- **Penrhos: 500 Lodges and Cottages with leisure facilities**
- **Cae Glas: 250 Lodges, Hotel, Nature Reserve and Visitor Centre**
- **Kingsland - 425 Houses**

#### Key Benefits

**The following benefits could be created when the development is fully delivered:**

- 600 full time equivalent jobs which will inject an estimated £8 million per year in wages and salaries directly into the local economy;
- The construction of the Leisure Village will inject approximately £30 million into the local economy (25% of the overall projected development cost of £120 million);
- The purchase of a large proportion of supplies and services from local and regional suppliers is estimated at £5 million per year;
- 150,000 guest visits per year will provide a huge boost to surrounding local attractions and facilities. Estimated at approximately £1.5 million per year into the local tourist industry;
- Enhanced publicly accessible areas at Penrhos with a new beach cafe and restaurant;
- Creation of enhanced ecological and biodiversity areas at Penrhos and Cae Glas;
- In the short term, a carefully managed accommodation solution for the nuclear construction workers will be provided at Cae Glas;
- A modern high quality housing development set in attractive landscape with an affordable housing provision.

# NEXT STEPS

## Thank you for taking the time to view our Public Exhibition.

We are interested in your views and want to answer any questions you may have. To ensure your views are considered, please complete a comment form and post it in the box provided. Alternatively, the comment forms can be taken away and returned to Land and Lakes via post or email by Friday 4 November.

These Public Exhibition boards are available to view on Land and Lakes website **[www.landandlakes.co.uk](http://www.landandlakes.co.uk)** or at Holyhead Library, Newry Fields for a period of two weeks following the consultation event.

Land and Lakes will update the local community through articles in the local newspapers and regular updates will also be available on the Land and Lakes website.

## TIME SCALE FOR DELIVERY

Public Exhibition Oct 2011

Planning Submission June 2012

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**APPENDIX 10:**  
**COMMENT FORM**

**4** Do you have any comments on the proposed residential development at the Kingsland site?

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**5** Do you have any general comments on any aspect of the development or do you have any other point you would like to raise?

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## PUBLIC EXHIBITION OF DRAFT PROPOSALS BY LAND AND LAKES LTD

Comment Form  
(October 2011)



Thank you for attending our Public Exhibition. We are really keen to capture the opinions and thoughts of the local community about our draft proposals. We would be grateful if you could take the time to complete this questionnaire.

**By Post:**  
Evelyn Goddard  
Land and Lakes Limited  
The Marketing Suite, Unit D, Baron Way  
Kingmoor Business Park, Carlisle  
Cumbria CA6 4SJ

You can submit your views by dropping the form into the comments box, or alternatively, submit your form by Friday 4th November 2011 via the following methods:

**By Email:**  
[evlyn.goddard@landandlakes.co.uk](mailto:evlyn.goddard@landandlakes.co.uk)  
**By Web:**  
[www.landandlakes.co.uk](http://www.landandlakes.co.uk)

### Your Details

Name:	
Address:	
Phone:	
Email:	

Are you a:    ☐ Local Resident    ☐ Organisation Representative  
                 ☐ Councillor    ☐ Other (Please state).....

You do not need to provide your details if you don't want to. These details will be used solely in relation to this development.

### Your Views

<p><b>1</b> Please let us have your thoughts on the overall leisure and housing developments.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>2</b> Do you have any particular comments on the proposed uses at the Penrhos site?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>3</b> Do you have any particular comments on the proposed uses at the Cae Glas site?</p> <p><b>Nuclear Works Accommodation</b></p> <p>_____</p> <p>_____</p> <p>_____</p> <p><b>Leisure Village Extension</b></p> <p>_____</p> <p>_____</p> <p><b>Nature Reserve</b></p> <p>_____</p> <p>_____</p>
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**APPENDIX 11:**  
**SUMMARY OF PUBLIC EXHIBITION COMMENTS**

**PENRHOS LEISURE VILLAGE**  
**SUMMARY OF PUBLIC EXHIBITION COMMENTS**  
**14 NOVEMBER 2011**

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**Table 1: Support for Development**

<b>Outcome</b>	<b>Total</b>
Support	16
Support with Questions / Comments	52
Questions / Comments Only	35
Object	18
<b>Total</b>	<b>121</b>

**Key Statistics**

- 108 Comments Forms Completed
- 13 comments received by email or post
- 56% were in support of the proposals (16+52)
- 15% were in objection

**Table 2: Overview of Comments**

<b>Type of Comment</b>	<b>Total</b>
<b>Employment and Investment</b>	
There is a need for employment, investment and an improvement to the area	39
Employment should be guaranteed for local people	26
What community benefits and investment will Land and Lake make to the town?	6
<b>Public Access</b>	
Will the development, its facilities and the Nature Reserve be accessible by the public?	45
Public access to the coastal path and woodland should be provided	26
Public Access to the site should be maintained as it is now	14
Will there be concessionary prices for local people	3
<b>The Environment</b>	
The environment, ecology, heritage and woodland should be protected	39
An impact will be created on ecology and the environment	22
The development will have an impact on the vista	10
The AAM chimney should be removed	1

Type of Comment	Total
<p><b>Transportation</b></p> <p>Concerns were raised relating to:</p> <ul style="list-style-type: none"> <li>▪ Traffic impact and congestion</li> <li>▪ Traffic pollution</li> <li>▪ Traffic Noise</li> <li>▪ Access to the site</li> </ul>	<p>8</p> <p>4</p> <p>4</p> <p>4</p>
<p><b>The Sites</b></p> <p>Support for:</p> <p><u>Penrhos</u></p> <ul style="list-style-type: none"> <li>▪ Leisure Village</li> </ul> <p><u>Cae Glas</u></p> <ul style="list-style-type: none"> <li>▪ Nature Reserve</li> <li>▪ Nuclear Workers Accommodation</li> <li>▪ Leisure Village Extension</li> </ul> <p><u>Kingsland</u></p> <ul style="list-style-type: none"> <li>▪ Housing</li> </ul>	<p>18</p> <p>47</p> <p>32</p> <p>24</p> <p>12</p>

Type of Comment	Total
<b>Housing</b>  Will the housing be affordable and / or for local people?  There is no requirement for housing or there should be less housing  Remove residential ribbon development from next to the B5025  The Kingsland site floods	25  25  6  1
<b>Wylfa Power Station</b>  What will happen if Wylfa Power Station project doesn't go ahead?  Why can the nuclear workers accommodation be provided on a site closer to Wylfa?  No comments as there is an objection to the Wylfa Power Station project	7  8  1
<b>Impact on Holyhead and its Facilities</b>  The development should connect with Holyhead and should not be isolated  What will the impact be on: <ul style="list-style-type: none"> <li>▪ Bed + Breakfasts / Hotels</li> <li>▪ Local Shops</li> <li>▪ Leisure Centre</li> </ul>	3  4  4  1

Type of Comment	Total
<p><b>Golf Club and Leisure Centre</b></p> <p>The Golf Club should be protected / golf balls can be hit into the housing development</p> <p>Will the development pay for the refurbishment of the Leisure Centre</p>	<p>3</p> <p>1</p>
<p><b>Proposed Facilities</b></p> <p>The range of facilities proposed is excellent</p> <p>Additional facilities could include:</p> <ul style="list-style-type: none"> <li>▪ Indoor swimming pool</li> <li>▪ Indoor bowls</li> <li>▪ Indoor facilities</li> <li>▪ Indoor cricket nets</li> <li>▪ Course fishing</li> </ul> <p>The retention of the cricket field is supported</p> <p>A cricket clubhouse and changing facilities should be provided</p> <p>Where will the football pitch be relocated to?</p> <p>There is an objection to Jet Skis in the Estuary</p> <p>Consideration to a second visitor / education centre should be given</p>	<p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>2</p> <p>1</p> <p>7</p> <p>2</p> <p>3</p> <p>1</p> <p>2</p>

Type of Comment	Total
<p><b>Overdevelopment</b></p> <p>Concerns were raised over the size of the development. The majority of the objections related to the scale of the Penrhos Leisure Village requesting woodland and public access to be retained</p>	26
<p><b>Further Consultation</b></p> <p>Further meetings with Richard Sidi requested</p> <p>The development should not go ahead without public support</p>	<p>2</p> <p>9</p>
<p><b>Other Comments</b></p> <p>Will there be security issues for the local area</p> <p>What will be the impact on local houses in terms of house prices, drainage, flooding, water supply, noise etc.</p> <p>Would people visit the Leisure Village with it be located next to AAM</p> <p>Will the Leisure Village be linked to the Biomass Plant</p> <p>People have scattered ashes on the Headland</p> <p>The redline encroaches over the Trearddur Mews property</p>	<p>2</p> <p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>

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