



Porthcawl Placemaking Strategy
Public Consultation Report
March 2022



1. Overview

A public consultation asking for views on the key strategies and emerging opportunities identified as part of the preparation of the Porthcawl Placemaking Strategy was undertaken over a three-week period from the 24 of November until the 17 of December 2021. The consultation included a two-day public exhibition in the Porthcawl Pavilion which was attended by over a 1000 members of the public. This exhibition was followed by the consultation material being displayed on the Cosy Corner site hoarding for three weeks and being made available online on the council's website.

The Porthcawl Placemaking Strategy Consultation provided an opportunity for businesses and residents to give their views on the emerging proposals, either online or by visiting drop-in sessions where exhibition boards and regeneration staff were on-hand to advise on the strategy. The exhibition boards set out some of the aims and objectives of the development alongside some of the opportunities and emerging ideas. The plans and images were provided for illustration purposes only, to stimulate conversation and do not represent fixed designs.

2. Introduction

The public were invited to submit comments in writing during the two-day exhibition event and throughout the subsequent three-week consultation period. In total, 142 comments were submitted in response to the consultation, being a combination of those submitted in person across the course of the 2 day exhibition and representations submitted via email or posted to the Council.

Although comments submitted covered a wide range of issues it is evident that the majority of comments were in relation to one or more of the following key themes:

- Parking and transport
- Residential development
- Open space and recreation
- Leisure provisions
- Community facilities
- Commercial uses
- Sustainability
- Ecology

3. Marketing and engagement methods

This section details the specific marketing and engagement methods used to reach people and encourage them to share their views during the consultation period.

3.1 Social media and GovDelivery bulletin

The council runs the following social media accounts: Twitter, Facebook, Instagram, LinkedIn, and YouTube.

There are currently has 14,321 followers on its English Twitter account and 316 on its Welsh Twitter account, 17,234 followers on its English Facebook page and 198 on the Welsh Facebook page, 2,975 followers on Instagram and 5,261 followers on LinkedIn and 142 subscribers on YouTube. While content is most likely to be seen by these users, it is also displayed to users who are not connected to the accounts.

The draft Porthcawl Placemaking strategy was promoted on the council's corporate Facebook and Twitter social media channels throughout the consultation period to raise awareness of the consultation and to encourage citizens to share their views on the proposals.

Information was posted twice in both English and Welsh on Twitter on the 23 and 30 November, reaching 1,533 people with 89 engagements, five likes and two retweets.

Information was posted twice on the English and Welsh Facebook pages, reaching a total of 20,733 people with 2,813 engagements, 50 likes, 19 comments and 37 shares.

In June 2020, the local authority implemented a new digital communications channel called Gov Delivery. Gov Delivery is a new email marketing system that sends messages directly to residents' email inboxes in the language of their choice. There are currently 36,539 English subscribers and 222 Welsh subscribers from Bridgend County Borough signed up to receive weekly update emails.

The draft Porthcawl Placemaking strategy consultation was included in one weekly English and Welsh bulletin issued on the 15 November 2021. This generated 110 link clicks through to the consultation webpages.

3.2 Local press

Details of the consultation were issued in two press releases emailed to local and national press on the 15 and 25 November 2021.

3.3 Internal communications

Details of the consultation were not published internally in the Bridgend's weekly staff messages.

3.4 Engagement with stakeholders

Local members and interested groups were made aware of the consultation event and disseminated information to their respective constituents and members.

Prior to the public consultation event, advance meetings were held with the following stakeholders in order to obtain early comments and feedback to inform the emerging strategies and opportunities identified.

- Porthcawl Comprehensive
- Porthcawl Civic Trust
- Sustainable Wales
- Porthcawl Town Council
- A Voice for the Future of Porthcawl
- Parkdean Resorts (Operators of Trecco Bay Caravan Park)
- Evans Family (landowners within the regeneration area and operators of Coney Beach Funfair)

Given the public consultation was held on two consecutive weekdays extended evening hours were provided on the Thursday to maximise attendance and cater for those members of the public that could not attend during regular business hours. The Thursday evening session proved particularly popular with a significant number of attendees visiting the exhibition up until and even past the 8pm finish time. For those members of the public that could not attend the exhibition, the same consultation material was displayed on the Cosy Corner hoarding for three weeks and made available on the council's website.

In order to maximise the response rate, paper consultation forms were distributed at the event providing an opportunity for people to submit handwritten comments in person at the event, and in addition instructions for how to submit comments via email or post over the subsequent three-week period.

4. Response rate

In total, there were 142 written responses formally submitted to BCBC. In addition to these written responses, officers had a significant number of conversations with members of the public over the course of the two-day exhibition which raised key issues and themes which were mirrored by the written responses.

5. Headline Figures

In order to analyse and understand the key trends reflected by the comments received, each response was reviewed in detail and coded when considered against a range of key themes and issues. For example, whether a response was in support of the potential opportunity to extend Dock Street or whether they were opposed to this opportunity.

- 51% of respondents that commented on the proposals either fully or partially supported the emerging strategy and opportunities identified.
- Only 18% of respondents that commented on the proposals were fully opposed to the emerging strategy and opportunities identified.
- 74% of respondents that commented on the residential elements of the proposals confirmed support for residential development but at a lesser scale than that indicatively proposed.
- 100% of respondents that commented on the proposed extension of Dock street supported this opportunity.
- 100% of respondents that commented on the proposed extension of Griffin Park supported this opportunity.
- 81% of respondents that commented on the proposed pedestrianisation of eastern promenade supported this opportunity.
- 73% of respondents that commented on the proposed multi storey car park supported this opportunity.
- 41% of respondents that commented on the proposals considered that there was a lack of leisure opportunities identified.
- 32% of respondents that commented on the proposals considered that there was a lack of community facility opportunities identified.
- 23% of respondents that commented on the proposals considered that there was a lack of open space / recreational opportunities identified.
- 50% of all respondents that commented on the proposals were concerned about parking and transportation issues

6. Key themes and issues raised

In addition to the above headline numerical analysis and further detailed numerical analysis provided as appendix 1, some of the typical consultation comments have been reviewed, summarised and categorised under separate headings below.

Residential

- If this much housing is built on Salt Lake, it prevents any space for recreation, an important and attractive feature of Porthcawl will be lost for ever.
- Do not support housing on the sea front.
- Concerned height of buildings will block views.
- Concerned that housing will be too expensive.

- Housing should be net zero carbon.
- All new homes should have renewable energy like solar panels or heat pumps and electric charge points.
- Development should maximise affordable housing.
- A need to stop people from buying new home as holiday homes.
- More housing is needed in Porthcawl and the development is supported.
- People need to recognise housing is key to the viability of overall regeneration.
- A resort needs people to live there and provide places to stay to encourage other uses that bring vitality.
- Housing is needed but it should be built on the outskirts of towns and villages.
- Housing would be better located in Bridgend.

Parking / Transport

- There is not enough parking as it stands.
- Currently insufficient parking for bank holidays and bonfire night.
- The council should provide parking along existing dual carriageway and make single carriageway.
- Car sharing and CPZ parking should be adopted.
- New road through the existing Griffin Park to Sandy Bay should be extended to the Trecco Bay Caravan Park and a new slip road and entrance constructed.
- New road through the existing Griffin Park should be constructed prior to any other developments.
- Sandy Bay should be opened for tourist parking until the multi storey car park in Hillsborough Place is constructed.
- The plan does not work together without the multi-story car park.
- We would suggest provision is maintained for touring caravans/campervans/motorhomes within the Sandy Bay development. Staycation provision would be in line with the wider project objectives.

Commercial

- The current retail areas should be fully integrated into the scheme and not left isolated to become ghost towns if there is new retail in the development.
- Like that there could be shops but worried about impact on town centre.
- Concern that new businesses will compete with already established and going concerns for the seaside trade.
- Shipping container commercial units should be introduced.

Leisure

- The fairground should be retained in some form as this attracts large numbers of visitors to the town.
- Opportunity to provide facilities for water sports, cycling and other activities alongside Coney Beach and the prom (e.g. hire and changing facilities).
- More leisure and sports facilities needed for teenagers, children and everyone.
- People want swimming pools and leisure centre.
- The council should take ideas from Cardiff Bay, Barry Island and Aberavon.
- Existing hotels should be regenerated before new hotels are considered.
- Concerned the new hotel will be for the wealthy only.
- Area would benefit from an Amphitheatre or Auditorium - an area that can be used for music, art and crafts - providing our community and visitors with an interesting area that also supports musicians, artists and small local businesses that can't afford premises due to such high rates in the area.
- Make it a fun, fashionable area with coffee bars, wine bars, small boutiques as well.
- Everything possible should be done to encourage the 4 star spa hotel shown in the concept drawing.

Open Space

- Concerned about possible loss of tennis courts and would like to see tennis courts resurfaced.
- Would like to see open air gym equipment and play facilities included.
- The inclusion of a pump track, skate park, climbing walls, adventure play, covered social space offering should be considered. Protection from the elements such as indoor amenities would be supported. There are strong links to be drawn between the rich surfing culture in Porthcawl and these types of facilities.
- A sufficient area of land in this unique location should remain in public ownership and be protected from permanent types of development.
- Perhaps some provision could be made for all-weather five-a-side football and basketball/netball courts within the Griffin Park area.
- Would like to see outdoor shower facilities for all the open water swimmers, with storage/ hooks for bags and coats
- The new plazas and promenades should have leisure features such a children's play equipment, splash park and pump track.
- A hub for outdoor sports would be a useful facility for local groups who already use the coastline for sports.
- Indoor space is needed for all weather sports use.
- A tidal pool or seawater pool should be developed.
- Concerned about potential loss of bowling green.

Community Facilities

- Medical centre already at capacity.
- Need leisure centre
- Need more provision for youth.
- Developers should be made to provide facilities.

Design

- Need for quality materials and any development should not be like the bottle bank.
- Need more consideration of disabled access across development.
- Concerned over creation of 'wind tunnels' with open spaces next to buildings.
- The design should turn Salt Lake into a marina.
- Concerned as to whether the buildings and other aspects of the project stand the test of time as the corrosive nature of the sea affects not only the land but buildings as well.
- If Porthcawl is to be developed as a 'Premier Seaside Resort' it needs architecture that is exciting colourful, and appropriate to the seaside situation, and should include cafes a, restaurants and facilities for surfers, windsurfers etc. along the seafront.
- Tenby seafront has tall traditional buildings which are full of character and colour – this could be included in Porthcawl
- It is important to ensure the regeneration makes the development unique and attractive to visitors - not just a template modern development with box-like modern buildings.

Ecology

- Not enough space for wildlife.
- Oppose the road through the former model village as this are currently protect owls, songbirds and trees.

General

- Very impressive and ambitious plans but do not believe it will happen.
- Some aspects of the plan were really exciting, like the enhancement of the Eastern Promenade and the improved walkway through Dock Street. These changes would massively improve the town and allow the area within Salt Lake to grow organically and in tune with the needs of the town.
- Could this regeneration be a starting point for bringing Porthcawl into focus as a place for Welsh language culture.
- Prefer 2007 SPG plans and closing of Portway.
- Porthcawl is dying and is in need of a plan to revive it, and its high street and leisure/entertainment facilities but this is not the right plan to address this

- Those concerned should visit Aberavon Beach and look at the facilities provided by Neath-Port Talbot local authority for their local people as well as visitors.
- Development should incorporate displays/information about local nature, eco systems and recycling facilities to promote more sustainable behaviours.
- Concerned about ground conditions, particularly on Salt Lake and future water table rises.
- Concerned about sewage capacity and overflow
- Having looked at the architect's plans it looks wonderful. If firstly, finances permit and at least some of it can happen within this decade. Porthcawl has been promised regeneration for many, many years and, like the project at the harbour things have fallen flat and ended in disappointment and empty promises.

7. Summary and Conclusions

Based on the number of attendees at the public event, comments made at the event and subsequent written representations received it is evident that there is significant public interest in the future development of the Porthcawl Waterfront Regeneration Area. This interest ranges from full support of the emerging strategies and opportunities to full opposition of any new development. Based on the consultation responses, the majority of the public fall between these two contrasting positions with a clear trend that although there is acceptance of, and indeed support for regeneration, there remains significant concern in relation to the following key areas:

- Amount of residential development
- Compensatory car parking provision
- Leisure facilities
- Community facilities
- Extent of public open space

Whilst the above matters represent some of the core areas of concern it is equally evident that the following matters are either fully or broadly supported:

- Pedestrianisation of Eastern Promenade
- Extension of Dock Street with associated piazza
- Delivery of housing to meet local needs (albeit not at the scale indicatively identified)
- Extension of Griffin Park
- Construction of a multi storey car park

Appendix A – Consultation Response Numerical Analysis

Overall Position Adopted by Respondents

Overall Position	Number of Responses
Fully Support Emerging Strategy and Opportunities	13
Partially Support Emerging Strategy and Opportunities	52
Partially Opposed to Emerging Strategy and Opportunities	38
Fully Opposed to Emerging Strategy and Opportunities	23
Total responses that adopted a commented on on proposals	126
Neutral / Unclear	12
Objection to CPO	4
Total responses including neutral/ unclear and those related to the CPO	142

Responses on Key Issues

Key issue	Number of related responses
Concerned about loss of parking and / or traffic issues	50
Consider that there is not enough existing parking	15
Support MSCP on Hilsboro	11
Do not support MSCP on Hilsboro	4
Fully support residential development	13
Do not support residential development at all	9
Support residential development but not to the extent proposed	62
Supportive of residential development on sandy bay / coney beach but not Salt Lake	8
Support residential development on Salt Lake but not to the extent proposed	15
Consider there is a lack of leisure facilities proposed	52
Consider there is a lack of community facilities proposed	41
Insufficient recreational space / open space	29
Support community space on southern part of Hilsboro	3
Support extension of Dock Street	15
Opposed to extension of Dock Street	
Support pedestrianisation of eastern promenade	13
Opposed to pedestrianisation of eastern promenade	3
Support bus terminus	4
Opposed to bus terminus	4
Supportive of a new hotel	4
Supportive of a new hotel but consider that further alternative leisure provision required	5

Opposed to a new hotel	7
Supportive of extension to Griffin Park	9
Opposed to extension of Griffin Park	0