

Meeting of:	COMMUNITIES, ENVIRONMENT AND HOUSING OVERVIEW AND SCRUTINY COMMITTEE
Date of Meeting:	8 DECEMBER 2025
Report Title:	PORTHCAWL REGENERATION
Report Owner: Responsible Chief Officer / Cabinet Member	CORPORATE DIRECTOR COMMUNITIES CABINET MEMBER FOR REGENERATION, ECONOMIC DEVELOPMENT AND HOUSING.
Responsible Officer:	JACOB LAWRENCE PORTHCAWL REGENERATION PROGRAMME MANAGER
Policy Framework and Procedure Rules:	The Porthcawl Waterfront Regeneration Scheme (PWRS) is a strategically important regeneration opportunity that will deliver upon the policies within the Local Development Plan.
Executive Summary:	The report provides an update on the Porthcawl Waterfront Regeneration Programme with particular focus on the recent consultation carried out in connection with the proposed Masterplan. Further updates are provided in connection with the completion of further technical assessment, market engagement and design development to ensure the Masterplan remains viable and deliverable. The Report presents a preferred option Masterplan, the early phases of development and relevant financial implications.

1. Purpose of report

- 1.1 The purpose of this report is to provide the Communities, Environment and Housing Overview and Scrutiny Committee with an update on the Porthcawl Waterfront Regeneration Programme with particular focus on the recent consultation carried out in connection with the proposed Masterplan. This update follows the interim update provided to the Committee on 14 July 2025, at which time feedback was sought

regarding the areas where amendment and evolution to the Masterplan could be explored. Further updates are provided in connection with the completion of further technical assessment, market engagement and design development to ensure the Masterplan remains viable and deliverable. The report presents a preferred option Masterplan in connection with a proposed outline planning application and early phases of development alongside relevant financial implications. The report provides an opportunity for the Committee to provide any feedback specific to the Pre Application Consultation (PAC) process, noting that in addition to the Committee providing feedback individual Councillors are also able to make representations.

2. Background

- 2.1 The Porthcawl Regeneration Programme incorporates a wide range of past, current and future planned projects of various scales. Where appropriate projects are subject to non-statutory and statutory consultations.
- 2.2 Whilst comprising various individual projects of varying scales, the Porthcawl Waterfront Regeneration Programme collectively seeks to deliver large scale transformational regeneration of the Porthcawl Waterfront. As outlined through the Local Development Plan (LDP) strategic site allocation, the future development of the Porthcawl Waterfront Regeneration Area (PWRA) is proposed to include provision of up to circa 1,100 homes, new open space, transport infrastructure, community facilities, commercial / leisure development and a new school. Whilst a number of individual projects will continue to be delivered by Bridgend County Borough Council (BCBC), such as previous projects including the improvements to Eastern Promenade and Western Breakwater and Cosy Corner in addition to the current Grand Pavilion project, a substantial amount of this large-scale development is expected to be delivered by third party developers. Such developers will be appointed following compliant public sector disposal and procurement processes that will take place in due course. Cabinet and, where appropriate, full Council approval will be sought prior to any such procurement or disposal taking place.
- 2.3 In order to provide further context a summary of the current status of various key projects and workstreams is outlined within the table below.

Project / Workstream	Summary of Current Status
Compulsory Purchase Order (CPO)	<p>On 19 December 2023 Welsh Ministers confirmed The Bridgend County Borough Council (Porthcawl Waterfront Regeneration) Compulsory Purchase Order 2021.</p> <p>Cabinet approval to make the General Vesting Declaration was given in February 2025.</p> <p>The General Vesting Declaration (GVD) was formally made on 30 July 2025.</p>
Appropriation of land at Griffin Park and Sandy Bay	Legal process now complete following requisite Cabinet approval and advertisement of intended appropriation.
Placemaking strategy	Approved by Cabinet and provides baseline to inform Masterplan. The Masterplan seeks to build on and improve on the parameters set out within the Placemaking Strategy.
Open Space Concept Design	Work complete and used to inform Masterplan.
Masterplan	<p>Being developed jointly between BCBC and Welsh Government (WG).</p> <p>Public consultation carried out in February 2025. Masterplan currently subject to evolution and refinement in response to consultation.</p> <p>Updated Masterplan to Pre Application Consultation (PAC) which commenced 19 November 2025. A Public exhibition in the Hi Tide was held on 25 November 2025.</p> <p>Further details in relation to the consultation outcomes and preferred option that has been progressed to PAC</p>

	are provided under separate heading below.
Eastern Promenade and Western Breakwater sea defences	Works completed Summer 2023
Cosy Corner	<p>Main build completed and all units now occupied.</p> <p>New play equipment installed in April 2025.</p>
Food retail store	<p>Opened July 2023.</p> <p>All associated pedestrian and active travel improvements including new crossings now complete.</p>
Metro link	Construction completed with the facility opened in November 2024.
Grand Pavilion (GP)	Initial strip out / enabling works and paint removal now complete. Main works contract awarded in May 2025.
Partnership with Welsh Government (WG)	<p>WG acquired fun fair and beach land in March 2023 and Owners Agreement (OA) novated / varied across to include WG.</p> <p>OA extended across full extent of PWRA in March 2025 – this agreement has secured substantial additional funds for both PWRA and GP.</p>

3. Current situation / proposal

Porthcawl Waterfront Masterplan: Consultation, Technical Review and Design Development

- 3.1 A detailed summary of the Masterplan and its principal purpose was provided as part of a report presented to the Communities, Environment and Housing Overview and Scrutiny Committee on 14 July 2025. This report also provided a detailed breakdown of the various stages of work undertaken prior to the public consultation held in February 2025 and the outcome of this consultation. The report further included a summary of the amendments that have been made to the proposed development parameters as part of an iterative process that has seen plans develop and respond to public consultation over a number of years. The Committee provided feedback and recommendations which have been considered as part of the Masterplan design development process. Whilst this report does not intend to reproduce the detailed breakdown provided to the Committee in July 2025, a summary of the consultation process is provided within subsequent paragraphs below.
- 3.2 The non-statutory consultation on the Masterplan took place between Monday 13 January and Friday 28 February 2025. A full day public exhibition was held in the Hi tide from 9am to 7.30pm on 3 February 2025. In total 923 members of the public attended. In addition to the 923 attendees at the public exhibition 235 online responses were received during the consultation period with a further 73 hard copies of the feedback form submitted via the freepost address. A further 108 emails were received within the consultation period. There have been a number of additional representations made to various council officers and elected members in the intervening period since the consultation closed and this report being presented to Cabinet.
- 3.3 The following table provides a summary of the key issues / themes that were most commonly raised throughout the public exhibition and within written feedback submitted. Where appropriate the table includes commentary in relation to how the comments have been addressed and responded to with via either additional technical work, clarification or amendments to the Masterplan which are reflected in the preferred option Masterplan presented as **Appendix 1**.
- 3.4 In addition to the response within the table below, matters that have been subject to more frequent representations / enquiries via members are included under subheadings below with a response or update provided as appropriate.

Consultation theme and common recurring comments	Summary of additional technical work competed, clarification / response and design response as appropriate
<p><i>Open space, green infrastructure, and play facilities</i></p> <ul style="list-style-type: none"> • Positive feedback on the amount of open space and distribution of play facilities, with acknowledgment that prior engagement feedback had been considered. • Support for a continuous promenade to enhance active travel and walkability. • Support for integration of the dunes into a well-being and nature-focused offer. • Expansion of green space through the centre of the site was welcomed. 	<p><i>Plans include:</i></p> <ul style="list-style-type: none"> • In excess of 2 hectares of new public realm along Eastern Promenade. • In excess of 1,800 meters of segregated / shared cycle routes. • 45% additional open space when compared to the Placemaking Strategy • Further land assembly has been completed and additional land assembly is being pursued in order to achieve the most comprehensive and continuous promenade. • Several play areas are included within the masterplan including Multi Use Games Area (MUGA) Local Equipped Area for Play (LEAP) and Neighborhood Equipped Area for Play (NEAP).
<p><i>Flood defences and coastal access</i></p> <ul style="list-style-type: none"> • General support for modernising the flood defences and the improved beach access they would provide. • Recognition of the importance of maintaining RNLI access to the beach via Mackworth Road. 	<ul style="list-style-type: none"> • Noted – plans still based on new coastal defense revetment. • Scope for eastern section following land assembly to date and subject to further land assembly.
<p><i>Housing and density</i></p> <ul style="list-style-type: none"> • Concerns over the proposed 1,100 homes, particularly regarding high densities on Salt Lake. • Preference to reduce the number of new homes on Sandy Bay. 	<ul style="list-style-type: none"> • Number of homes propose reduced from up to 1,100 to up to 980 with indicative split across development areas as follows:

<ul style="list-style-type: none"> • Building heights of up to six storeys on Salt Lake were considered excessive by many. • Less sensitivity to building heights on the Coney Beach parcel. • 50% affordable housing was generally supported, with a preference for shared ownership and housing for over-55s, but less support for social rent. • Strong preference for a mix of homes, including family-sized properties. Some feedback suggested that elevations appeared too high-density, and more detached properties would be welcomed. 	<ul style="list-style-type: none"> -Salt Lake: 312 – 364 homes (compared to up to 450 at consultation) -Coney Beach: 194 – 228 (compared to 200 at consultation) -Sandy Bay: 330 – 388 (compared to up to 450 at consultation) • Circa 20% reduction across the site with specific reductions as follows: • Maximum prevailing building heights of 5-6 storeys across Salt Lake now proposed at 3-4 with the exception of a 6 storey limit for part of the hotel site on Salt Lake South. • Sandy Bay heights have been reduced from a maximum of 6 storeys to a maximum of 3-4 storeys across this development area. • Please refer to further detail under heading 'Housing' within this report.
<p><i>Connectivity and transport</i></p> <ul style="list-style-type: none"> • Strong support for improved links to the town centre. • Concerns over access to Sandy Bay from New Road, with calls to limit it. • General support for a seasonal park and ride strategy, utilising edge-of-town parking areas. • Loss of public parking spaces raised concerns, particularly in relation to key events. 	<ul style="list-style-type: none"> • Plans for new Portway crossing being driven forward – please refer to details under Hillsboro South heading. • Vehicle access will be via new access road and not directly via New Road, Sandy Lane or Rhych Avenue. • Parking details provided under separate heading below.
<p><i>Public realm, movement, and infrastructure</i></p> <ul style="list-style-type: none"> • Support for removing vehicle access to the Eastern Prom, with an emphasis on creating a pedestrian-friendly environment. 	<ul style="list-style-type: none"> • Plans retain and build on this principle.

<ul style="list-style-type: none"> • Mixed opinions on architectural styles: Some support for contemporary designs from younger participants, but a general desire to align new buildings with the existing vernacular and character. • Concerns over the location of the skate park and pump track, with suggestions they may become too sandy and should be relocated. • Wind effects on residential properties, particularly in Sandy Bay, were raised as a concern. • Queries on the movement of dunes and the potential impact of sand on the wider Sandy Bay scheme. • Drainage limitations and foul network capacity were highlighted as issues. • Concerns over contamination of the ground on both Salt Lake and Sandy Bay. 	<ul style="list-style-type: none"> • Reduced building heights, design code to be submitted and agreed as part of planning application. • Pump track has been relocated into the centre of the expanded Griffin Park. • Further wind analysis has been undertaken to inform the preferred option masterplan. • Masterplan has been refined to incorporate measures to mitigate sand movement. For example, a revised transition area between dunes and development is now incorporated. • Drainage capacity concerns being addressed by a bespoke drainage strategy in consultation with Dwr Cymru Welsh Water (DCWW). Please see details under drainage strategy heading within this report. • Further technical work has been completed and will be made available as part of planning application documentation.
<p><i>Leisure, tourism, and community facilities</i></p> <ul style="list-style-type: none"> • Extensive opportunities for seasonal events and pop-up uses were widely supported, particularly on the Eastern Prom. • Inclusion of space for a hotel and community uses in Salt Lake Harbour was welcomed. • Queries about the future of holiday homes and concerns about the loss of space for mobile homes during key events. • Requirement for a leisure centre was raised. 	<ul style="list-style-type: none"> • Introduction of an additional area for seasonal leisure attractions. Please see details under heading below. • Plans now incorporate outdoor Lido and Gym alongside retained Hotel opportunity. • Motor home site located to the west of Sandy Lane.

<ul style="list-style-type: none"> Concerns over the future of Newton Primary School, with residents seeking clarity on how the land could be utilised. 	<ul style="list-style-type: none"> Land safeguarded for education provision south of Newton Primary.
<p><i>Roads and site layout</i></p> <ul style="list-style-type: none"> Concerns over the spine road going through Monster Park, with suggestions to merge it with the Hi Tide access to minimise loss of trees and habitat. Support for including parking in a podium arrangement. 	<ul style="list-style-type: none"> Road aligned as far south as practicable to limit impact on extended Griffin Park. Undercroft / below podium parking included.
<p><i>Health</i></p> <ul style="list-style-type: none"> Access to health services was a major concern, with frustration directed at the Health Board. Calls for clarity on how the development would accommodate healthcare needs 	<ul style="list-style-type: none"> Issue is not medical facility size but GP availability. Please see details under separate heading below.
<p><i>Environmental considerations</i></p> <ul style="list-style-type: none"> Ecological impacts of the development were raised, particularly regarding bird species. Queries about the potential to fill the 'bowl' with site-won materials. Use of the bowl as a running resource was noted, prompting consideration of how to integrate this narrative into future plans. 	<ul style="list-style-type: none"> Extensive ecology survey work completed and this has informed the masterplan. Further detailed provided under separate heading below. Bowl can be filled from onsite material as informed by ground modelling work. Walking, running and cycling routes incorporated throughout development.

3.5 In addition to the details outlined above, further details in relation to some of the key recurring issues raised are provided under separate headings below.

Housing

- 3.6 Porthcawl Waterfront is allocated to deliver a minimum of 30% affordable housing provision (funded entirely through developer contributions). As per the terms of the OA, both BCBC and WG aim to increase the policy requirement to a minimum of 35% and up to 50% affordable housing with grant support for the additional percentage. Affordable housing will include a mix of tenures and be clustered throughout the development, while ensuring affordable tenures are not obviously segregated through layout, location or design. Tenures will be split between Social Rent (provided by Local Authorities and Registered Social Landlords under the WG Rent Standard) and Intermediate Housing (where prices or rents are above those of social rent but below market housing prices or rents). The split of tenures, types and sizes and affordable dwellings will be informed by the latest housing need identified within the Local Housing Market Assessment and/or by the Local Housing Authority. For example, Tenures could include Low Cost Home Ownership (LCHO)/ Shared ownership, older persons housing, veterans housing, key worker accommodation, affordable rent and social rent type products. It is the intention that a local lettings and local connection policy would be developed. For example, any LCHO / Shared Ownership units could be offered to local people or those with a local connection first. The same principles for apply to other tenures. This policy will be developed and reported back to Cabinet separately in due course.
- 3.7 In addition to local connections / lettings policies, the planning system can result in restrictions being imposed on the future use of residential units via the removal of permitted development rights. These rights can be removed by either an Article 4 direction or planning condition. Additionally, restrictions on use could be secured via the land disposal and procurement processes. This suite of potential mechanisms for control would allow appropriate restrictions on the use of homes as holiday lets / second homes should this be required.
- 3.8 Whilst full details of the design rationale for the Masterplan layout will be provided as part of the suite of documents presented as part of the planning application it is noted that a number of consultation comments queried the illustrative Masterplan layout for Sandy Bay. In response to this a summary of the design rationale is provide below:
- 3.9 It is acknowledged that there will be a desire for the public to see detailed design of the housing that is not yet possible. There will be many opportunities for further engagement moving forward as designs are developed with partners and agreed through the planning process.

- **Contextually Responsive:** The proposed development and street pattern for Sandy Bay Village takes inspiration from the historic urban grain of Porthcawl, where streets are typically perpendicular to the coastal edge (Picton Avenue, Esplanade Avenue and Mary Street). Vistas are long, framed by a rhythm of repeating townhouses. The Masterplan layout for Sandy Bay avoids the characterless cul-de-sacs and dead-end streets typical of suburban estates, instead promoting a permeable, legible, and walkable neighbourhood structure.
- **Democratic Appreciation:** The perpendicular street orientation, combined with projecting bays and balconies, supports a democratic appreciation of the surrounding landscape. This arrangement allows the majority of residents to enjoy positive views towards the dunes or sea to the south and the hills to the north, reinforcing a shared connection to the natural setting.
- **Established and Successful Approach:** The Accordia development in Cambridge provides a proven precedent, demonstrating how a grid-based structure can deliver a denser yet characterful neighbourhood whilst adhering to lower building heights and maintaining visual permeability. Residents at Accordia report a strong sense of community, supported by shared courtyards, gardens, and play spaces that encourage informal social interaction.
- **Efficient Form of Design:** A grid layout enables appropriate density without a sense of overcrowding and enables lower building heights to be maintained. Compact plots and reduced road space enhance the ratio of built form to public realm, allowing greater emphasis on high-quality landscaping, mature trees, and pedestrian-friendly streetscapes.
- **Variety Within Order:** While the structure is orderly and legible, architectural variety can be achieved through changes in materials, façade treatment, and courtyard typologies. This balance between consistency and individuality creates visual richness and a distinctive local character within a coherent framework.

Health

- 3.10 A number of concerns have been raised in connection with GP capacity within the town. In response to this it is pertinent to note Cwm Taf Morgannwg University Health Board (CTMUHB) were regularly consulted throughout Replacement LDP preparation and provided with housing delivery forecasts in relation to the Porthcawl Waterfront Allocation.
- 3.11 In their response to the Replacement LDP, CTMUHB raised no concerns with respect to the proposed development across Porthcawl Waterfront and specific reference was made to the fact that South Road Surgery relocated into the new medical centre in Porthcawl in February 2019.
- 3.12 Whilst it is fully acknowledged that the development will result in additional demand, this demand is capable of being met by the existing medical centre in terms of its physical size, subject to CTMUHB drawing down additional GP places and appointing this additional staffing resource. Dialogue will continue with the CTMUHB as the Replacement LDP's Housing Trajectory is updated and as the development progresses. This will ensure they are kept abreast of phasing and delivery timescales which can then inform strategic planning, including the timings for the drawdown of extra provision.

Technical Assessment

- 3.13 As part of the design development process, a wider range of technical assessments have been completed in order to inform the preferred option Masterplan and to ensure that it remains viable and deliverable. This work has included the following:
- Preparation of a drainage strategy
 - Development levels model
 - Earthworks strategy
 - Viability appraisals
 - Flood modelling
 - Traffic and parking surveys
 - Transport modelling
 - Ecology surveys
 - Tree surveys

- Heritage assessment
- Environmental Impact Assessment

3.14 Full copies of the relevant reports have been made available as part of the Pre Application Consultation (PAC) process which commenced on 19 November 2025. Given there have been substantial local concerns in connection with drainage, parking and transport a summary of the work is included below.

Drainage

3.15 As part of the design development process the Council and WG have commissioned Civil Engineers to prepare a drainage strategy that provides a suitable solution for the development and wider town. As part of this work BCBC and WG have engaged with Dwr Cymru Welsh Water (DCWW) who will be a statutory consultee for any future planning applications. Given the existing local sewer network is running at capacity the development will use a new, independent foul drainage system with no connections to nearby existing sewers. A single, safe discharge point into the wider sewer network is being identified in close conjunction with DCWW through investigation, modelling and design. The monitoring, operation, maintenance and improvement of the existing sewerage infrastructure that lies outside the development area remains the responsibility of DCWW.

3.16 No surface water runoff (rain water) will connect to the development's new foul drainage system and any existing surface water currently reaching the foul and combined drainage system from within the development area will cease and be drained by a new sustainable drainage system. This approach will act to reduce the overall burden on the local foul drainage network compared to the current arrangements in place.

Transport and Highways

3.17 An independent transport planning consultancy has been commissioned to work closely with the BCBC / WG project team and BCBC's Highways Development Control officers to assess the transport implications of the Masterplan proposals. A comprehensive scope of survey, modelling and design work has been agreed to ensure the proposed development can be accommodated on the local and strategic road network without unacceptable impact. The consultants are in the process of producing a detailed Transport Assessment (TA) to accompany the planning application submission, providing the formal evidence base for consideration by the Local Planning Authority (LPA). A copy of this TA will be made available as part of the PAC process and again as part of the formal planning application process.

- 3.18 The assessment is informed by an extensive programme of data collection, including automatic traffic counts (ATCs), manual classified turning counts, and detailed car park accumulation surveys undertaken across key locations in Porthcawl. The 2025 survey programme supplements traffic and parking data collected over recent years, ensuring a robust and representative multi-year evidence base. The surveys have been designed to capture conditions during a neutral pre-summer period, the summer peak, and post-summer traffic, allowing the analysis to reflect typical baseline activity as well as understanding the highest seasonal demand.
- 3.19 Surveys covered Salt Lake, Hillsboro North and South, and Sandy Bay car parks between 07:00 and 19:00 over six weekends (plus the August Bank Holiday), supplemented by surveys during the Elvis Festival period. ATCs were undertaken along the A4106, A4229, The Portway, and New Road, while manual junction counts were completed at eleven key junctions across the town and approaches to capture weekday peak period conditions. In addition, data from the South East Wales Transport Model (SEWTM) has been utilised to understand traffic movements at a further five junctions between Porthcawl, Bridgend, Pyle, and the M4 corridor.
- 3.20 At the time of this report, the transport modelling work is ongoing and will inform the final TA submitted as part of the planning application. At this stage, an appropriate form of access to the site has been identified, and the ongoing analysis is being used to determine where targeted highway mitigation measures may be required to create additional network capacity and improve conditions for walking, cycling and public transport. Where the assessment identifies a need, proportionate highway, active travel and public transport enhancements will be proposed to ensure the development supports sustainable travel and operates acceptably within the surrounding transport network.

Parking

- 3.21 Both BCBC and WG have policies and statutory responsibilities to promote Active Travel and enable a modal shift that transitions away from use of private vehicles. However, because the PWRA is a key visitor destination a sustainable parking solution is required.
- 3.22 To respond to this, the preferred option Masterplan has identified the opportunity to accommodate up to 600 public car parking spaces in the Waterfront area for visitors. Appropriate private parking will be provided for all residential dwellings in addition to this public provision. The proposed public provision includes the following:

- Approximately 400 publicly accessible spaces spread between Hillsboro car park and Salt Lake Central (Salt Lake Central spaces under podium), which would be configured to a more efficient layout. This would not require a multi-storey.
- Approximately 200 spaces in the Coney Beach area.

To help inform a suitable visitor parking provision for the Masterplan four years of survey data has been collected for the use of Hillsboro North, Hillsboro South, Salt Lake, and Sandy Lane car parks. The survey findings are summarised below and suggest that the parking approach in the Masterplan is proportionate to the typical demand:

- A maximum summertime weekday peak of circa 500 cars parked at any time across the 4 car parks surveyed.
- An average summertime peak (any day) of circa 700 cars parked at any time across the 4 car parks surveyed.
- A maximum peak of circa 1300 cars parked at any one time across the 4 car parks surveyed with this peak arising as a result of both the Porthcawl 10k and Bonfire night peak parking demands.

3.23 Based on these findings the number of replacement parking spaces included in the Masterplan can accommodate for all of the average weekday peak identified in the survey, and 85% of the any day peak. In addition to dedicated off street parking provision proposed it is acknowledged that on street parking will continue to play a role and be available for use by residents and visitors alike (in areas where resident parking restrictions continue to not apply). In this respect it should be acknowledged that at some point as part of the overall phasing and delivery the on-street provision along Eastern Promenade will be replaced with an expansive area of new public realm. Whilst there are no marked bays it is acknowledged that the on-street parking in this area provides an opportunity for circa 100-120 vehicles to park (exact capacity fluctuates based on vehicle sizes and parking behaviour). The free nature of this parking means that this provision is often first to reach capacity on any given day as a combination of visitors and locals take advantage of the fact that no payment is required and no time limit applies. The loss of this on street provision and any displacement will need to be considered as part of the overall phasing strategy and the point in time at which this occurs will be a relevant consideration insofar as to what extent any modal shift has occurred, with this able to be evidenced by ongoing survey work. The potential introduction of resident only parking zones in the streets surrounding the PWRA and Town Centre may also be a relevant consideration, however this would need to be subject to future Cabinet consideration and statutory consultations as appropriate.

- 3.24 In addition to the public parking provision included in the Masterplan, work is well advanced on securing a site for seasonal overflow parking at the edge of the town. An edge of town overflow facility would provide for the remaining additional parking demands for the average any-day peak and the peaks associated with events and bank holidays. The gradual modal shift that results in fewer people using private vehicles is also an important consideration, and the delivery of the metro link bus station is expected to help enable this transition for Porthcawl with more people accessing the town via bus.

Ecology

- 3.25 Extensive ecology survey work has been carried out both prior to and since the February 2025 consultation. This work has included surveys of habitats, protected species, bats (surveys of buildings and trees, activity surveys and remote surveys), reptiles, great crested newts, breeding birds, wintering birds and invertebrates. The findings of these surveys have informed the preferred option Masterplan. The survey results will also inform appropriate mitigation and compensation measures as part of the planning application process.

Expression of Interest /Marketing

- 3.26 Throughout the Spring and Summer of 2025 Savills and EJ Hales were instructed by the Council and WG to undertake a market engagement exercise to ensure the commercial and leisure elements of the Masterplan are well grounded in commercial reality and deliverable. In summary the exercise showed that there are various parties interested in commercial and leisure opportunities within the PWRA and the overall scale and mix of space shown within the Masterplan would align with the market demand. Whilst a number of positive responses were received it should be noted that the overall response rate was not particularly high relative to the unique nature of the PWRA and potential opportunities within (14 responses were received when considering both the initial survey period and subsequent expressions of interest). This is in part reflective of the stage at which the plans are at (planning consent has not yet been granted) but also does suggest that there is a limit to the scale of commercial opportunities within the PWRA that can be accommodated by the market and therefore a balanced and flexible approach should be taken to the nature and scale of commercial / leisure opportunities.
- 3.27 Notwithstanding the modest response rate it is noteworthy that as part of this process and follow up discussion specific interest has been expressed by operators with an interest in seasonal attractions. The preferred option Masterplan has been directly informed by this market engagement alongside the consultation and technical review.

Technical Review Summary

- 3.28 The aforementioned technical matters have directly influenced the preferred option Masterplan which is subject to the ongoing PAC process. This approach ensures the Masterplan will provide a sound framework for development which is influenced by the findings of a wide suite of technical assessment that has been carried out. It will be incumbent on both the Local Planning Authority and Statutory Consultees to review and assess this technical evidence as part of the future planning application process. Similarly, the public have access to the full suite of technical evidence as part of the PAC process and will have access to any further documentation submitted as part of the subsequent planning application case file. The public are able to make representations on the full suite of documentation as part of both the current PAC and future planning application stage statutory consultation process.

Preferred Option Masterplan

- 3.29 The preferred option Masterplan provided as **Appendix 1** has been produced following careful consideration of the consultation responses alongside the completion of further market engagement, technical work and ongoing land acquisition / assembly work as outlined above. The amendments also respond to the direction and recommendations provided by the Communities, Environment and Housing Overview and Scrutiny Committee on 14 July 2025. When considering the nature and scale of amendments to the plan due regard has been paid to the need for the Masterplan to remain viable, deliverable and policy compliant. Alongside this considerable care and effort has been given to ensure that the maximum level of enhancement to the plan can be achieved, and that the significant ambition of the Council and aspirations of the public are captured within the plan. In this respect the Masterplan is considered to represent a balanced framework that can be used to enhance Porthcawl as a place for residents and visitors alike. The preferred option Masterplan includes substantial leisure opportunities that retain a degree of flexibility that will allow Porthcawl to evolve and adapt as it is enjoyed by both current and future generations.
- 3.30 The Masterplan provided should be read in conjunction with the building height parameter plan provided as **Appendix 2**. Collectively these documents capture the ambition of the Council and WG and its commitment to setting strong parameters that will act to guide the development of individual sites as the development is brought forward in a phased and coordinated manner. Given the scale of the regeneration opportunity and timescales for phased delivery, the Masterplan retains flexibility and includes leisure use on land east of Aldi Supermarket.

3.31 In summary, the Masterplan has been subject to substantial amendments since the consultation stage plan in February 2025. Significant changes made include the following:

- The addition an outdoor lido and associated gym provision on Salt Lake south.
- Introduction of additional leisure provision with a multifunctional use opportunity on site east of Aldi.
- Reduction in housing numbers from circa 1,100 to up to 980 homes
- Reduction in building heights with a circa 20% reduction across the board with specific reductions as follows:
 - Maximum prevailing building heights of 5-6 storeys across Salt Lake now proposed at 3-4 with the exception of a 6 storey limit for the hotel site on Salt Lake
 - Sandy Bay heights have been reduced from a maximum of 6 storeys to a maximum of 3-4 storeys across this development area.
- Review and refinement of open spaces and uses within - ensuring the right balance between, quality, scale, character usability, connectivity and quantity of spaces.

3.32 A more detailed summary of each of the above amendments is provided under separate headings below.

Salt lake South Lido / Gym and Hotel

3.33 The preferred option Masterplan builds on the consultation stage parameters for the Salt Lake South Leisure site and responds directly to the feedback from the public. As can be seen from the Masterplan provided as **Appendix 1** the site now accommodates a 25m eight lane outdoor lido together with associated gym facilities. The site also retains the ability to deliver commercial units alongside flexible community space and a hotel with potential for circa 60 beds. Together these elements have the potential to create a landmark development that acts as a significant attractor at a local, regional and potentially national level. These proposals reflect the aspiration of BCBC and commitment to ensuring the PWRA results in the maximum benefits for residents and visitors.

Site for Seasonal Attractions

3.34 Whilst the proposed public realm adjoining eastern promenade has substantial capacity for a range of seasonal attractions and events this space is not likely to be delivered as one of the earliest phases. The preferred option Masterplan also identifies the site east of Aldi as being capable of accommodating seasonal attractions on a meanwhile basis. The use of the land for this purpose would provide an opportunity for ongoing summertime fun fair style attractions but also provide a platform for additional seasonal offerings at other times throughout the year. For

example, a winter wonderland style offer may be possible subject to market interest. Meanwhile uses are an important part of large-scale regeneration and provide an opportunity to ensure land is used as efficiently as possible and spaces remain activated and vibrant whilst development is brought forward in a phased manner.

- 3.35 Within this context it would not be appropriate to suggest a time limit for the meanwhile use but given the wider PWRA project will take several years to be delivered in full it is possible that the site can be used on a meanwhile basis for a considerable period of time. The relative success of the site can determine future plans and timescales. As an initial step it is proposed to market an opportunity for a seasonal attraction to run from the site via a licence within the summer of 2026. Further detail in relation to the initial temporary opportunity is provide under separated heading below.

Reduction in unit numbers

- 3.36 As part of the suite of amendments presented within the preferred option Masterplan the overall number of homes proposed has now reduced to circa 980. This is split across the 3 main development areas as follows:

Development Area	Consultation Stage Housing Numbers	Revised Masterplan Draft Housing Numbers
Salt Lake	450	312 – 364
Coney Beach	200	194 – 228
Sandy Bay	450	330 – 388
Total	1100	Up to 980

Reduction in building heights

The plan provided as **Appendix 2** shows the proposed maximum building heights across the PWRA and the change in building heights compared to the consultation stage is shown by a ‘-’ or ‘+’ alongside a number representing the extent of the change. In summary, significant reductions have been made across the board with maximum prevailing building heights of 5-6 storeys across Salt Lake now proposed at 3-4 with the exception of a 6-storey limit for the hotel site on Salt Lake south. Similarly, Sandy Bay heights have been reduced from a maximum of 6 storeys to a maximum of 3-4 storeys across this development area. A small area of 5-6 storeys is

shown within the Coney Beach development parcel but this is strategically positioned to provide an opportunity for a high-quality landmark building and is located in an area that is considered appropriate for such scale (subject to high quality design). All of the heights stated are maximums and it will be incumbent on the LPA to consider these heights as part of the planning application process.

Review and refinement of open spaces

Notwithstanding the significant reduction in building heights the Masterplan has preserved the same scale and open space that was presented at consultation stage. Further review of the shape and character of spaces has been undertaken to ensure they respond to several factors including ecological considerations, the wider Masterplan layout, intended use within each space and overall connectivity. The overall scale of open space proposed is significant with the proposed extension of Griffin Park a prime example of this as the park would treble in size via the proposed extension eastward. Overall, there has been a 45% increase in the overall area of open space proposed when compared to the Placemaking Strategy. Members will recall that the Placemaking Strategy consultation and subsequent amendment process itself resulted in a substantial increase in open space compared to previous plans so the further increase is particularly noteworthy in this context.

- 3.37 The preferred option Masterplan will be subject to further consultation at PAC stage. Further detail regarding the anticipated next steps and headline programme is included under separate heading below.

Anticipated next steps and headline programme

- 3.38 The PWRA project is at a pivotal stage. The preferred option Masterplan has been finalised and PAC will commence followed by the submission of an outline planning application. Subject to the outcome of any planning application, it is anticipated that the first phase of development will be marketed during the summer of 2026 with construction to commence onsite following sale to a housebuilder and reserved matters approval being obtained. Throughout this period there are various other workstreams and milestones as outlined within the headline programme below. This programme will continue to be developed in partnership with WG and refined over the coming months. As such the programme remains dynamic in nature so whilst headline dates are identified these may be subject to change.

Key Date	Milestone
19 November 2025	Commencement of Pre Application Consultation (PAC)
December 2025 – January 2025	Marketing of temporary fun fair site on a 1 year licence
November 2025 – January 2025	Hillsboro South Public Realm Planning Application submission and determination
January 2026	Outline Planning Application Submission Submission of prior notification application for demolition of fun fair site buildings
January 2026 - April 2026	Lido and gym design development
February 2026	Closure of Hillsboro South Car Park and Commencement of public realm works
March 2026	WG take Vacant Possession of the cleared funfair site
March 2026 – August 2026	Pre demolition intrusive surveys within fun fair site
May 2026	Use of temporary seasonal attraction commences
June 2026	Anticipated Planning application determination
June 2026 - October 2026	Procurement of demolition contractor and award of contract subject to planning / prior notification outcome
July 2026	Marketing of first phase for disposal
November 2026	Marketing of meanwhile use fun fair / leisure site opportunity
November 2026 – March 2027	Estimated duration of fun fair site building demolition (subject to outcome

	of planning application/ prior notification of demolition application)
November 2026 - March 2027	Preferred bidder (following site marketing) to obtain reserved matters approval)
March 2027 Onwards	Construction of first phase of development commences

- 3.39 As can be seen above the next substantial capital project planned is the public realm works at Hillsboro South. This area forms a core part of the Masterplan and will act to link both the Metrolink and wider PWRA with the TC. It is also planned to undertake marketing of the leisure site adjoining Aldi prior to the end of 2025 in order to facilitate initial seasonal provision for the summer of 2026. Further details in relation to both these projects are provided under separate headings below. In order to support ongoing activity and vibrancy along the seafront prior to redevelopment commencing officers are also working with WG to facilitate an opportunity for kiosks on the Coney Beach frontage to continue trading for a temporary period prior to redevelopment of this area.

Hillsboro South Public Realm and Portway Crossing

- 3.40 The public realm at Hillsboro south has been a longstanding commitment by the Council having featured strongly in both the PWRA and Town Centre placemaking strategies in addition to the PWRA open space concept design. The public realm is also a key element of the open space strategy as part of the preferred option Masterplan presented as part of this report. All of these overarching strategies and plans have been subject to extensive public consultation and the detailed plans will be subject to further consultation as part of the planning application process. The site is located at a pivotal junction in PWRA but more importantly, plays a key role in integrating the wider PWRA with the town centre. Copies of the proposed site plan and CGIs are provided as **Appendix 3**
- 3.41 The scheme was awarded WG Transforming Towns (TT) grant funding to support the development phase of the project, having been designed through concept to planning stage with a planning application having been submitted on 17 October 2025. At the time of writing this report the planning application is pending validation. The overall projected cost of the scheme stands at circa £1.2m and will deliver a toucan crossing to provide town centre access to the Metrolink alongside a high-quality area of public realm. In October 2025 the scheme was awarded 50% match grant funding by WG

via the TT programme. With an overall projected cost of £1.2 million this equates to £600,000 WG funding and a £600,000 BCBC match. The BCBC match can be funded via the existing capital allocation that is in place for infrastructure in connection with regeneration across the PWRA.

- 3.42 In parallel to the planning application the process to procure a contractor will be progressed so a preferred bidder can be identified and a contract let should the planning application be met with a positive decision from the LPA. In the event planning is granted within 8 weeks of the application submission a contract can be let and work could commence in January 2026 with an anticipated overall works duration of less than 12 months. In order to facilitate the work, Hillsboro South Car Park will be required to close. As part of the delivery of the works the shipping container retail units will be temporarily relocated within the site as appropriate with the project having been designed to allow for these to remain within the site on a more meanwhile basis.

Marketing of Seasonal Leisure opportunity

- 3.43 In December 2025 it is planned to commence marketing of an initial opportunity for a licence to operate a temporary fun fair style attraction on land shown in red on **Appendix 4**.
- 3.44 Subject to the success of this initial temporary offer it is anticipated that the longer term meanwhile opportunity can be progressed and marketed as appropriate from November 2026 onwards. As such, subject to timescales the initial temporary seasonal offer may operate across both the Summer of 2026 and 2027 with the meanwhile provision to commence from 2027 onwards as this would provide time to secure any necessary planning consent and prepare the site and complete any additional marketing / procurement exercise as appropriate.

4. Equality implications (including Socio-economic Duty and Welsh Language)

- 4.1 An initial Equality Impact Assessment (EIA) screening has identified that there would be no negative impact on those with one or more of the protected characteristics, on socio-economic disadvantage or the use of the Welsh Language. It is therefore not necessary to carry out a full Equality Impact assessment on this proposal.

4. Well-being of Future Generations implications and connection to Corporate Well-being Objectives

- 5.1 The Well-being of Future Generations (Wales) Act 2015 Assessment based on the 5 ways of working has been considered and there are no significant or unacceptable impacts upon the achievement of well-being goals/objectives as a result of this report.

- Long term - The Porthcawl Waterfront Regeneration scheme is a strategic development scheme which has the potential to add vibrancy to the locality through the provision of new housing, leisure and tourism opportunities, as well as retail and commercial developments; set within appropriate open space, parking and public realm.
- Prevention – the current Waterfront sites are largely unoccupied and under-utilised and detract from the attractiveness of the area.
- Integration – the Waterfront development will integrate with and access the existing town centre, sea front and leisure developments.
- Collaboration – the Council will continue to collaborate with residents, visitors and end users of this project to ensure successful and sustainable development and outcomes.
- Involvement – ongoing engagement with the community will be an important facet of this project.

6. Climate Change and Nature Implications

- 6.1 Taking action to support decarbonisation is critically important in order to protect and sustain the environment over the long term. The delivery of regeneration of a previously developed PWRA site within existing settlement boundaries represents an inherently sustainable form of development which results in reduced carbon emissions compared to the development of out of settlement greenfield land.
- 6.2 From a nature perspective the PWRA Masterplan has been informed by extensive ecology survey work. The findings of these surveys have informed the preferred option masterplan. The survey results will also inform appropriate mitigation and compensation measures as part of the planning application process

7. Safeguarding and Corporate Parent Implications

- 7.1 There are no Safeguarding and Corporate Parent Implications arising from this report.

8. Financial implications

- 8.1 The proposed Hillsboro South public realm and Portway crossing scheme is to be funded via a combination of WG TT funding and match via the PWRA infrastructure fund (capital secured via the sale of the Aldi supermarket site) which currently has a balance of £2.827m. The deployment of £600,000 from the PWRA infrastructure fund aligns with the existing capital allocation made by Council on 21 November 2018

which includes specific reference to new crossing points on the Portway, physical improvements in key areas and pedestrian links to the Town Centre. As such the deployment of BCBC capital to support the match funding for this project remains fully in line with the existing allocation, and therefore does not require further express Cabinet or Council approval. As outlined within preceding sections of the report the project is an important part of the wider plans across the PWRA and its delivery as an early phase will make a significant positive impact. The remaining £2.227 million can be used to support a wide range of projects that are identified within the preferred option Masterplan. It should be acknowledged that some of these projects will have overall capital costs far in excess of the £2.227 million that will remain following delivery of the Hillsboro South scheme. In these instances, whilst the allocation could not support the full costs it could be used as a contribution towards costs with the balance to be funded by other means which may include grant funding or developer contributions.

- 8.2 In addition to the projects outlined within the preceding paragraphs it is evident that the Masterplan includes a significant number of large scale individual and interlinked development projects. For clarity its preparation and publication does not constitute approval of any additional capital or revenue expenditure and therefore other than those matters noted above there are no further direct financial implications arising for BCBC from this report. All financial considerations will need to be considered on a project-by-project basis and further reports will be taken to Cabinet and/or Council as appropriate. Given the nature and scale of projects that form part of the overall regeneration programme it is important to recognise that their delivery will be reliant on a combination of external grant funding and the Council's capital funding.

9. Recommendations

- 9.1 It is recommended that the Committee note and provide feedback on the following:
- The important background work and governance to this programme.
 - The evolution of the Masterplan in relation to the significant consultation and previous feedback from the Committee and the key areas where amendments have been made.
 - Note the forward programme, and the opportunity for further engagement and information relating to the regeneration.
 - Provide any feedback specific to the PAC process, noting that in addition to the Committee providing feedback individual Councillors are able to make representations

Background Documents:

None