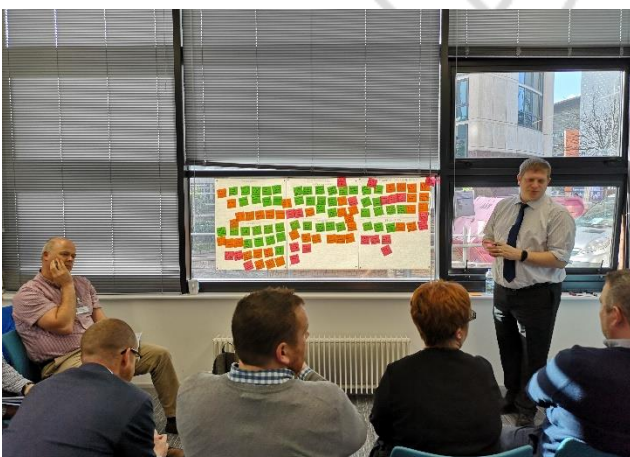


6. Rural Workshop Report – North Wales

Llanwrst, 29 November 2018

January 2019



Llywodraeth Cymru
Welsh Government

ARUP

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North Wales Rural – Event Register

1 Introduction

1.1 Study Context

Following the consultation on the National Development Framework (NDF) Preferred Option in the summer of 2018, the Welsh Government will commence preparation of the Draft NDF in the winter of 2018/9. Consultation on the Draft NDF is planned for July 2019.

As set out in the Preferred Option, it is proposed the NDF will include both national and regional policies across the defined regions. The three regions will cover North, Mid and South West and South East Wales. These regions reflect the regions identified by the Welsh Government's Economic Action Plan and can be seen in Figure 1.

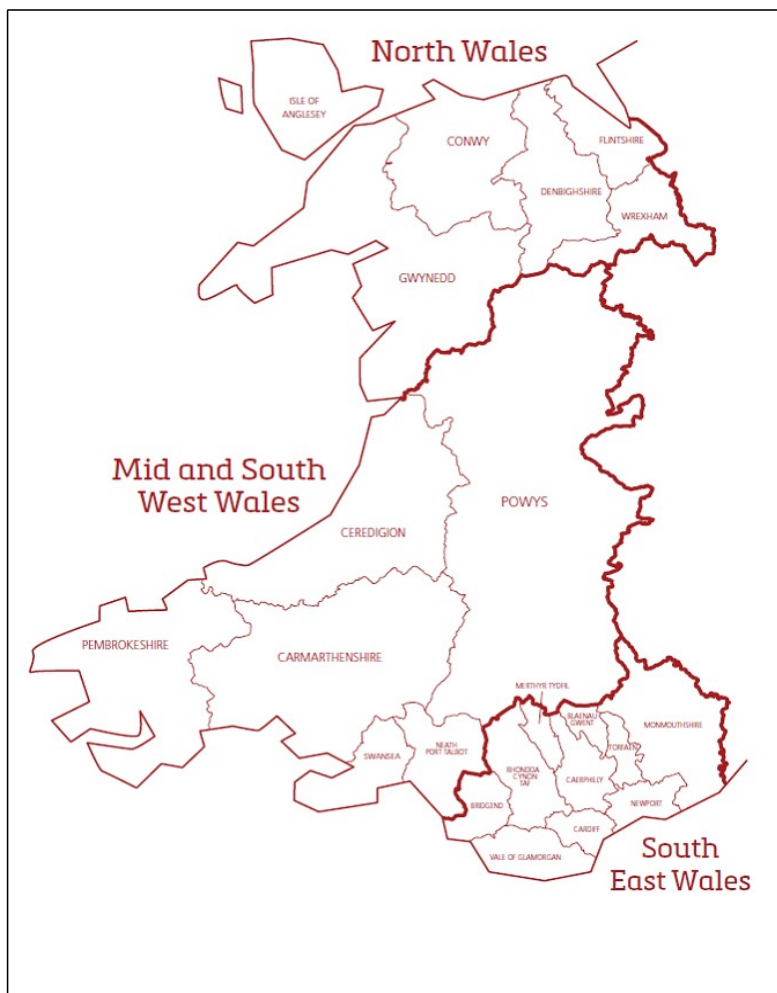


Figure 1 NDF Regions

During the engagement work to date on the NDF, the future of rural Wales has emerged as a key theme. There are concerns that on leaving the European Union, there is the potential for the biggest impacts to be felt in rural areas.

Another theme that has emerged, relates to the perceived role of the planning system in rural areas. To generalise, in urban areas the planning system is viewed as one of many factors that influences outcomes as part of a complex, dynamic interaction of people, policies and decisions taken by a range of actors. In rural areas, the point has been expressed repeatedly, that the planning system is much more influential in shaping outcomes and it is perceived as being a barrier stopping things that would otherwise happen.

The Welsh Government is keen, through this research, to understand what the planning system can do through the NDF over and above Planning Policy Wales and Technical Advice Note 6 ‘Planning for Sustainable Rural Communities’ to support rural areas. Views have also been expressed that national planning policy already supports rural economies, diversification and providing for housing in rural areas and it is not apparent what else could be provided for.

The intention of the research is to achieve a better spatial understanding of areas that are predominantly rural in nature and which rurally focussed policies could support. The research is required to develop a NDF methodology that draws on existing approaches, to set out how rural areas can be identified and then to apply this broadly to identify rural Wales for the purpose of this stage of the NDF process.

Part 1 of this research is based on the three defined regions that will be used to structure the NDF. The rural areas to be identified through this research are not ‘regions’. It is not anticipated that there will be a rural region in the NDF. The rural areas that will be identified will sit within the three regions and rural areas may cross these regional boundaries. The anticipated outcome is the development of NDF policies which relate to rural areas nationally and/or rural focussed policies that are specific to particular rural areas.

1.2 Stakeholder Involvement

As part of the study, Arup has led two approaches to stakeholder involvement:

1. As part of the data / information gathering, Local Planning Authorities in Wales have been contacted to request quantitative information they hold to inform this research. This includes, for example local employment, housing and environmental data; and
2. As part of the SWOT process and in seeking to identify rural priorities, 123 organisations were invited to attend a series of workshop events, representing those interested in the economy, society, culture and environment in Wales. The workshops focused on exploring a range of policy areas and issues, as well as discussions about the strengths, weaknesses, opportunities and threats (SWOT) within each region with a focus on rural areas.

1.3 Purpose

The data / information gathered as part of the study will be presented within the Study Report. This Workshop Report provides the results of the North Wales Rural event and provides a factual account of the event, its discussions and initial findings.

Separate Rural Workshop Reports have been prepared for the North Wales, Mid & West and South East Wales rural events.

A SWOT analysis is provided within the full Study Report.

1.4 Structure

This Workshop Report is presented in the following sections:

- Section 2 describes the details of the workshops and those involved;
- Section 3 provides the results of the first stakeholder activity, helping consider which indicators best help define rural areas and which types of economic, social, cultural and environmental infrastructure are most important to the function and success of rural areas in the region;
- Section 4 provides the results of the second stakeholder activity, involving focused discussions about the region's social, cultural, economic and environmental strengths, weaknesses, opportunities and threats – focusing on rural issues.

2 Arrangements and Attendees

2.1 Details

A range of locations, venues, dates and times were explored and those decided upon best reflect the limitations and requirements of the study, considering capacity, accessibility and programme. The details of the North Wales event were:

Location	Llanwrst
Venue	Glasdir Business and Conference Centre
Date	29 th November 2018
Time	13.30 – 16.00

2.2 Welsh Language

All event materials were supplied in both Welsh and English languages and attendees were invited to participate in the language of their choice.

To facilitate this, Arup were supported by Trosol who provided written translation services.

During group activities at the workshops, any person that wished to communicate in Welsh was able to thanks to a simultaneous translation service, also provided by Trosol.

2.3 Agenda

The structure of the workshop was focused around the following items:

Item	Description
Introductions	The project team were introduced and stakeholders were asked to identify their name and organisation in turn, to help the participants appreciate the diversity and range on interests involved. Housekeeping was also outlined.
The Study	The Welsh Government set the context for the study, providing the background to the NDF, its consultation, the scope of the Arup research, approach to the rural research and programme.
Data and trends	Arup explained the types of ways rural areas can be defined as well as high level economic, social and cultural and environmental information, characteristics and spatial maps that have been sought and help inform the study. Useful trends to show comparisons across the Welsh regions set the context of the study area in advance of the stakeholder activities.
Data definitions and issues	Activity 1 – ‘Sticky-dot’ exercise – helped stakeholders share their views about defining and fostering rural areas, as important considerations for the development of the NDF.
SWOT	Activity 2 – Strengths, Weaknesses, Opportunities and Threats exercise – facilitated discussions around economic, social, cultural and environmental issues pertinent to the rural areas within and beyond the region.

Item	Description
Next steps	Arup and the Welsh Government closed the event by thanking participants for their involvement, explaining how they could stay involved and the next steps for the study and NDF. This included that there would be a shared factual Workshop Report, future focused stakeholder meetings about projects and plans, data collection for publication via the Lle Portal, a Study Report and timeline for the publication of the NDF.

2.4 Presentation

A PowerPoint presentation complemented the above agenda items, providing prompts and helpful text and images. A copy is attached at Appendix A.

2.5 Activities

Stakeholders were asked to participate in two activities as part of the workshop, which are described in turn below.

2.5.1 Activity 1 – ‘Sticky-dot’ exercise

In order to establish the rural policy areas and issues of most interest within the region and whether or not the NDF is the appropriate mechanism to help address these, an interactive session involved stakeholders being asked to help:

- Select different indicators that could best help define rural areas in the context of the region;
- Identify different economic, social, cultural and environmental infrastructure that is the most important to the function and success of rural areas in the region; and
- Whether there are any other ways to define rural areas or valued infrastructure to those identified by Arup and the Welsh Government.

These involved participants being provided with an exact number of sticky dots to place on a series of activity sheets, to record their choices and preferences accordingly.

A copy of the completed activities is provided at Appendix B.

Further explanation alongside a summary of the results is provided in Chapter 3 of this report.

2.5.2 Activity 2 – SWOT

Attendees formed three groups who in turn discussed rural issues pertinent to the region in relation to all of the following broad themes, which reflect the four pillars of sustainable development in Wales:

1. Social and Cultural;
2. Economic; and
3. Environmental.

The sessions were facilitated and scribed to help encourage discussion and record the issues as they were raised.

Each group spent between 20 and 30 minutes discussing each of the themes.

Photographs of the exercise and records of the outputs are provided at Appendix C, with a summary of the discussions provided in Chapter 4 of this report.

2.6 Participants

2.6.1 Attendees

13 participants attended the workshop, representing the following organisations:

- Community Housing Cymru
- Community Transport Association
- Dŵr Cymru Welsh Water
- Dyfodol i'r Iaith
- Hafren Dyfrdwy
- Isle of Anglesey County Council
- Natural Resources Wales
- North Wales Police
- Office of the Future Generations Commissioner
- Pennaf Housing Group
- Social Farms & Gardens

A copy of the event register is included at Appendix D.

2.6.2 Apologies

Those invited but unable to attend included:

- Anglesey and Gwynedd Public Service Board
- Betsi Cadwaladr University Health Board
- Campaign for the Protection of Rural Wales
- Conwy County Borough Council
- Sport Wales
- The Bevan Foundation
- Welsh Language Commissioner
- Welsh Sports Association
- Wrexham Glyndŵr University

3 Results of Activity 1 - ‘sticky-dot’ exercise

All outputs from this activity can be found in Appendix B, whilst a summary is provided below.

3.1 Defining Rural Areas in Wales

Participants were asked to place their sticky dot within a row to best represent their choice as to which indicators best help define rural areas in North Wales. Participants were able to choose their preferred five from eleven options.

The results, as shown in full at Appendix B, show all but one of the different options were selected at least once but with evident consensus that some types of indicators are considered to be more important than others for the participants.

For the purposes of this report, a total count has been provided to illustrate the choices. This seeks to help inform the Welsh Government which best reflect indicators that best define rural areas in the region. This is shown below:

Indicators	Number of times selected
Population density / urban sparsity	10
Employment density	5
WIMD Access to Services	11
Rural sectors of employment	7
Distance travelled to work / travel to work areas	8
Distance to trunk road	6
Broadband coverage	4
Company size / proportion SMEs	2
EU Funding / Capital investment / NUTS3	1
Agricultural land	10
Topography	0

The top five indicators that best define rural areas in the region include:

1. WIMD Access to Services;
2. Population density / urban sparsity;
2. Agricultural land;
4. Distance travelled to work / travel to work areas; and
5. Rural sectors of employment.

3.3 Fostering Rural Areas in Wales

Participants were asked to place their sticky dot within a row to best represent their choice as to which different economic, social, cultural and environmental infrastructure is the most important to the function and success of rural areas in North Wales. Participants were able to choose their preferred five from thirteen options.

The results, as shown in full at Appendix B, show all but one of the different options were selected at least once but with evident consensus that some types of infrastructure are considered to be more important than others for the participants.

For the purposes of this report, a total count has been provided to illustrate the choices. This seeks to help inform the Welsh Government about what types of infrastructure are most valued or prioritised within rural areas in the region. This is shown below:

Access to...	Number of times selected
Affordable housing	11
Business support and funding	6
Education	9
Healthcare	3
High speed broadband	5
International markets	1
Local employment / jobs	11
Public transport	6
Private housing	1
Regional markets in UK and Ireland	1
Rented accommodation	0
Shops and services (e.g. convenience store, post office and bank etc.)	9
Trunk roads	1

The top five types of infrastructure that are considered to be the most important to the function and success of rural areas in the region include:

1. Affordable housing
1. Local employment / jobs
3. Education
3. Shops and services (e.g. convenience store, post office and bank etc.)
4. Public transport
5. Business support and funding

3.4 Additional Contributions

Participants were encouraged to share any further thoughts about any indicators or infrastructure that could help define or foster rural areas. The results are shown in full at Appendix B and stakeholders scribed the following points in response:

1. Less likely to claim benefits due (too proud)
2. Peripherality (not always rurality)
3. Leisure facilities
4. Access to broadband
5. Functional places to live and work
6. Sense of isolation
7. Isolation / lonely
8. Natural resources and their benefits / value to society
9. Car dependency
10. Hidden / masked poverty
11. Vibrant 'High St'
12. Sense of community often much greater in rural areas
13. Self-employment / micro not Small to Medium Enterprises (SMEs)
14. Ease of access to green spaces for recreation
15. Death rates exceeding birth rates
16. Over 50% Welsh speakers
17. Lack of public transport
18. Transport poverty (higher fuel costs in rural areas, lack of public transport and significant number of householders without a car)
19. Low weekly pay, part time work and GVA per job possible proxys

4 Results of Activity 2 - SWOT

People were encouraged to consider Strengths / Weaknesses as ‘Current’ and Opportunities / Threats as ‘Future’.

SWOT discussions were facilitated, and notes were taken to help capture all of the points raised and shared. These are presented in the sections below.

The analysis of the SWOT is provided in the separate Study Report.

Photographs of the outputs and discussions are provided in Appendix C.

Section 4.4 provides a summary and regional overview.

4.1 Social and Cultural

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Community resilience and self help • Language • Using natural resources sustainably • Access to green spaces and the natural environment • Community involvement in creating opportunities • Rural areas important to Welsh culture and language 	<ul style="list-style-type: none"> • Housing isolated from community facilities and services • Housing delivery – community expectations for things which don’t materialise • Tourism – practical limitations vs benefits • Not sufficient protection for Welsh language in rural areas – relevant to planning • Tourism and tourist centres travel is centred on driving (car) • Electric vehicle infrastructure centres on trunk roads – away from rural areas

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Community project officers • NDF should support continued protection of agricultural communities • Building for life – strong communities • Local house builders and self-build • Services and amenities important to health and wellbeing and helps to reduce impact on health services • Electric charging infrastructure • Bottom up approach to development e.g. co-production network • Broad age demographic / missed communities supported by planning policy critical to vibrant communities • Settlements specific to necessary housing type needed in areas • Planning supported and facilitating rural services and continued viability • Decentralised energy generation model could be made easier • How well is community energy programmed publicised – learning by example 	<ul style="list-style-type: none"> • Community will – finding and on time • Rural areas turning into commuting villages – undermining vibrant communities • Threat to language and culture • Lack of services and housing with outward migration from rural areas • More transport routes – dilution of landscape • Infrastructure limitations – more electric charging = more energy needed • Aging population and reliance on car = isolation, loneliness and health issues • Privately owned green spaces and wellbeing • Differences regionally – NE and NW Wales

Planning Levers and Barriers were also discussed (being opportunities, mechanisms or constraints to a successful planning policy and development management system) with the following issues raised:

Levers:

- Debates over housing benefits and dis-benefits
- Right to housing services
- Engaging hard to reach groups
- What drives a successful place – e.g. infrastructure and services

Barriers:

- Lack of understanding of planning process
- Opposition to development often ‘shout louder’ than supporters
- Housing targets and deliverables get too much focus
- Approach to place making – what’s the starting point – schools, houses

Priorities for the NDF were discussed and the following key points emerged:

- Community understanding of planning process / NDF – early in the process not just when making a planning application
- Collaboration between sectors e.g. environmental, health and social care
- Linguistic sensitivity in areas
- Less allocation with certainty of delivery
- Move away from private developer delivery of all housing

4.2 Economic

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Ports • Welsh language • Community supported agriculture • Digital based international Small to Medium Enterprises (SMEs) • Digital infrastructure • Community movements and good practice • Film and TV industry (media) 	<ul style="list-style-type: none"> • Depopulation and viability • Rent / buy housing • Transport is expensive • Housing growth methods and estimates • Wealthy outside buyers and investors • High incomes needed • Young people • Rural infrastructure • Market forces are failing • Big agriculture and agri-jobs • Agriculture is not labour intensive • Environment impacts • Big farms swallowing all the grants • Top down action

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Housing co-op • Planning as language enabler • Community groups working to help • Need to focus on places rather than ‘rural’ • NDF an opportunity to invest • Public intervention for equality • Green tourism • ‘Rural’ jobs that people want to do • Post Brexit review of the use of land • Energy island • Fishing – don’t just export • Construction industry • Work environment is changing • Automation and upskilling • Waste – circular economy 	<ul style="list-style-type: none"> • Whole demographics • Link to land management framework • Skills • Retention • Fishing quotas

Planning Levers and Barriers were also discussed, with the following issues raised (all levers):

- % of materials recycled
- Rural worker housing as key for a successful economy
- Policy for Welsh speaking areas – what level / what does this look like?
- Areas of language sensitivity
- Language assessments
- Agricultural planning and permits

Priorities for the NDF were discussed and the following key points emerged:

- Rural as a planning word
- Peripherality vs Rural – the areas experience many of the same issues
- Agricultural definition review
- Planning fit with principles
- Traditional and coastal rural types

4.3 Environmental

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Income from green tourism Topography Sustainable management of natural resources Hydro / tidal – free asset – consider biodiversity 	<ul style="list-style-type: none"> Lots of listed buildings and expensive to run Septic tank registrations – largely unknown private network Less community focused planning Focus on seasonal working Rural economy focused on agricultural and small industries
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Skills and education in traditional crafts / jobs Sustainable homes through permitted development Private water supplies Re-use of existing buildings Finding and flexibility for re-use of listed buildings Circular economy e.g. energy from waste Policy framework should understand nuances of rural life NDF articulating environmental opportunities SMEs promoting high quality jobs Rethinking accepted environmental models Re-focus future funds post Brexit Intervention and investment in rural areas – getting it right Grants / loans working with planning system Principle of circular economy supported Countryside vs highland – where is the focus 	<ul style="list-style-type: none"> Relationship between NDF and land management after Brexit Misconception of the planning system in rural areas More constraints to address when developing in rural areas is a barrier Water quality and intensification of agriculture Funding cuts barrier to innovation Flood risk Brexit and cuts in investment Retaining skills and promoting careers Idyllic simplistic view of rural areas is a barrier to development

Planning Levers and Barriers were also discussed, with the following issues raised:

Levers:

- Permitted development rights in rural areas e.g. barn conversions
- Data around waste treatment
- Balance in wellbeing of future generations – not just economic

Barriers:

- Listed buildings seen as negative with re-use
- Myth that planning permission is more difficult in rural areas

Priorities for the NDF were discussed and the following key points emerged:

- Use of SUDs
- Infrastructure to support development incrementally
- More specific about environmental infrastructure and at what level – area statements
- Need to appreciate / understand variations in rural economy
- Planning in rural areas enables and intervening / responding to market
- Need for economic development in rural areas
- Does environment play as important of a role as economic, social and cultural

4.4 Summary: Regional Overview

4.4.1 Key points

Ten key points raised by stakeholders with an interest in rural areas within the North Wales region were:

1. There is a strong community resilience and vibrancy, but this is under threat from second homes, out-migration and influx of the commuting population
2. Welsh language is a strong cultural asset in rural communities but is under threat with population changes
3. There is an opportunity for community involvement and led developments / initiatives through the planning process
4. There is good access to green spaces and the high quality natural environment
5. Housing needs to be better connected to community facilities and services, and more should be delivered by local builders and people
6. Tourism is an important economic driver
7. There is a reliance on the private car and a need for electric vehicle charging infrastructure in rural areas in the future
8. Isolation, loneliness and access to health services need to be addressed given changes in aging population and lack of funding to support social care / community facilities and services
9. There are opportunities to diversify with the circular economy in waste as well as better commercialise fishing and renewable energy generation
10. Automation of industries and upskilling of local people will be important in the future

4.4.2 How the NDF could or should help the rural areas

Stakeholders suggested that the NDF could or should mainly help rural areas in the following ten ways:

1. Protection of agriculture and support for land management opportunities and agricultural communities
2. Decentralised energy generation with community led initiatives could help address fuel poverty
3. More education about the planning process and rural issues is needed to address misunderstandings or confusion about how planning can support rural development
4. More needs to be done to engage hard to reach groups in rural areas
5. Flexibility to meet housing targets and deliver the right types of housing, including re-use and permitted development extending to listed buildings and agricultural buildings respectively
6. Placemaking needs to focus better on developing communities in rural areas connected with housing served by facilities and services, including consideration of private water, energy and SuDs
7. Development needs to help protect and increase use of the Welsh language
8. The planning system should help protect rural and peripheral communities by allowing greater control of housing, for example by preventing the influx of second home owners and investors threatening the indigenous population
9. Supporting green tourism and economic development in rural areas
10. Retaining local people by generating employment, diversifying industry and allowing flexible working environments will be important in the future

These priorities and suggestions in relation to what the NDF could / should do will be explored in greater detail through the wider SWOT Reports which are to be prepared alongside this Workshop Summary Report.

Appendix A

North Wales Rural Workshop Presentation

NDF Rural Areas Workshop

North Wales / 29 November 2018



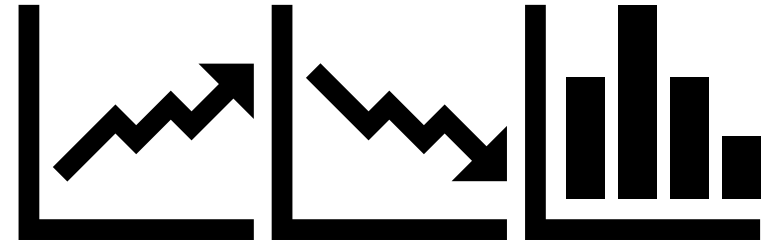
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Agenda

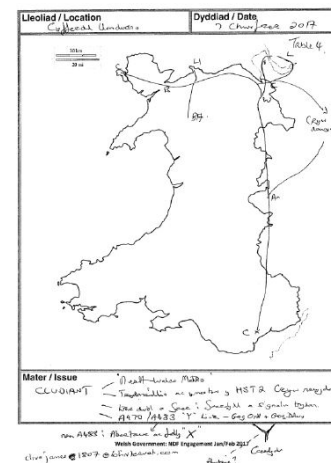
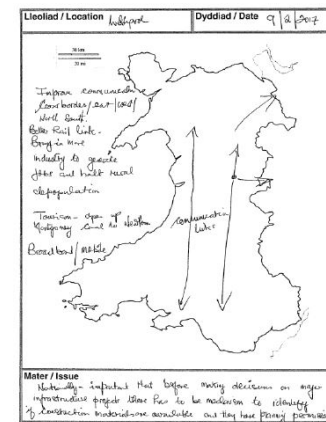
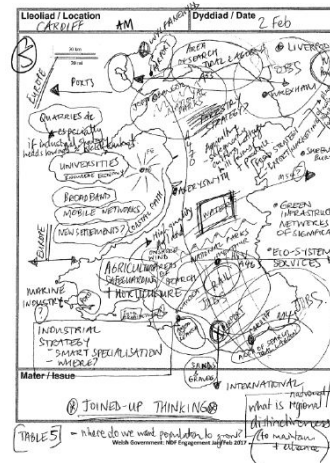


1. Introductions
2. The Study
3. Data and trends
4. Data definitions and issues



Break

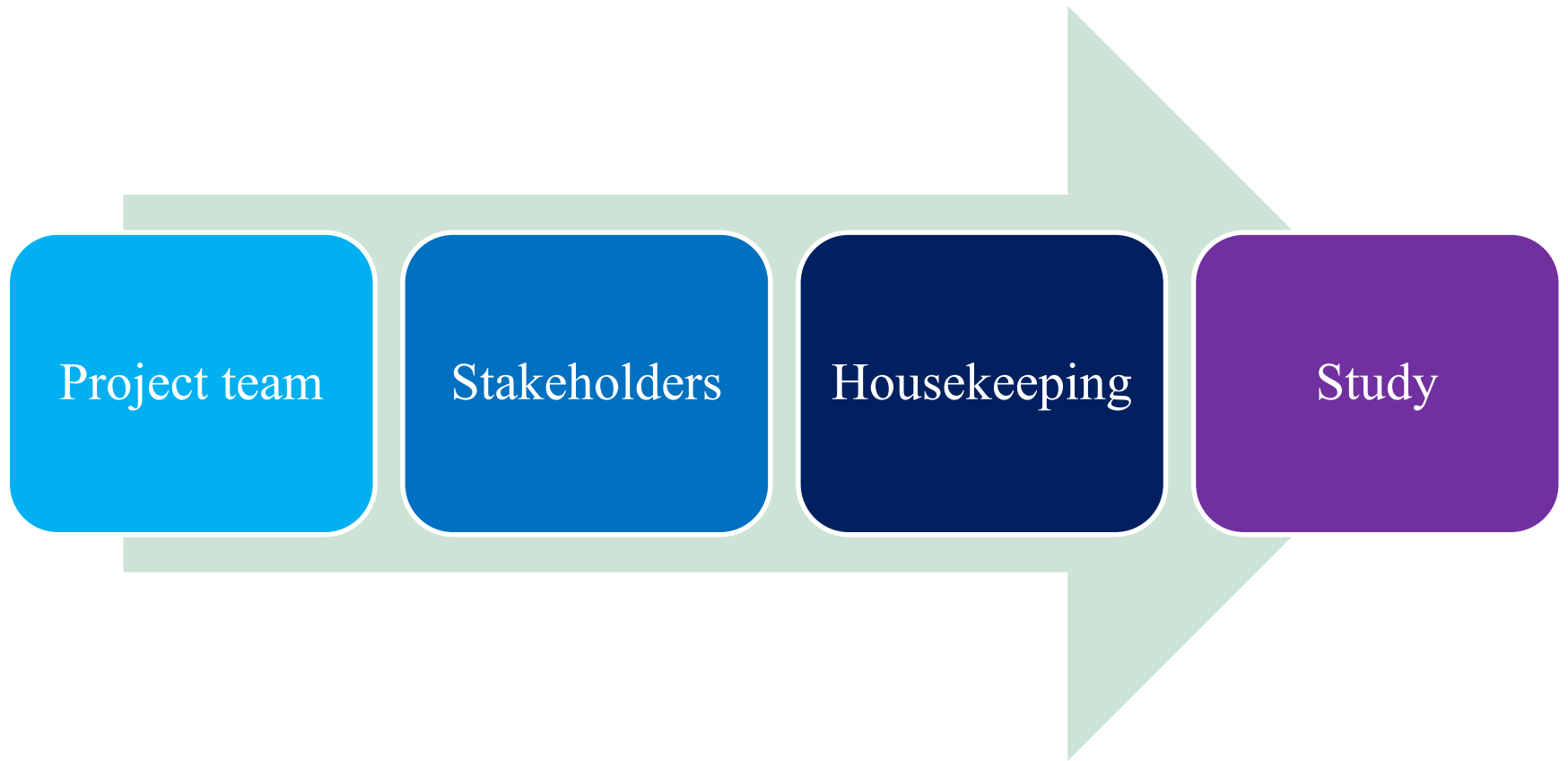
5. SWOT
6. Next steps
7. Close



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Introductions



The Study

- National Development Framework (NDF)
- NDF Consultation
- Scope of Research
- NDF Regions
- **Rural Areas**
- Study to be completed in February 2019

Polisi Cynllunio Cymru
Fframwaith Datblygu Cenedlaethol
Planning Policy Wales and the
National Development Framework

Planning in Wales

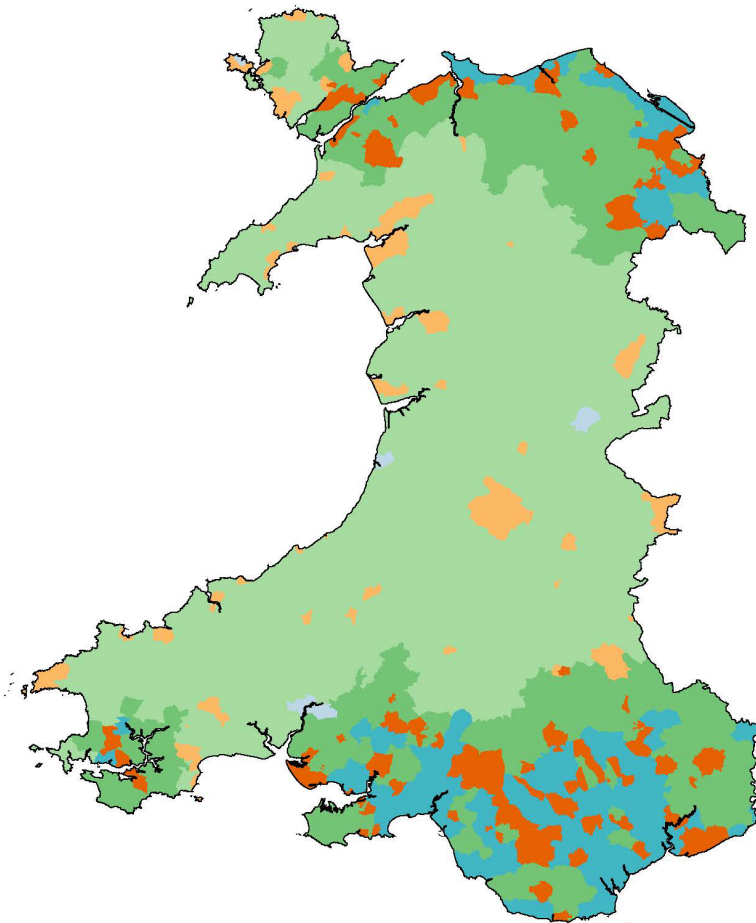


Data and Spatial Maps

Economic	Social and Cultural	Environmental
Employment	Population	National Parks
Unemployment	Access to services	Designations
GVA	WIMD	AQMAs
GDP	Welsh language	Listed Buildings
Work in primary sector: <ul style="list-style-type: none"> ○ Fishing ○ Farming ○ Minerals extraction ○ Mining 	Method of travel to work	Flood risk areas
	Educational attainment	Renewables
	Road and rail	Agricultural land

Rural-Urban Classification for Lower Layer Super Output Areas (LSOAs), 2011

Wales



Rural-urban classification

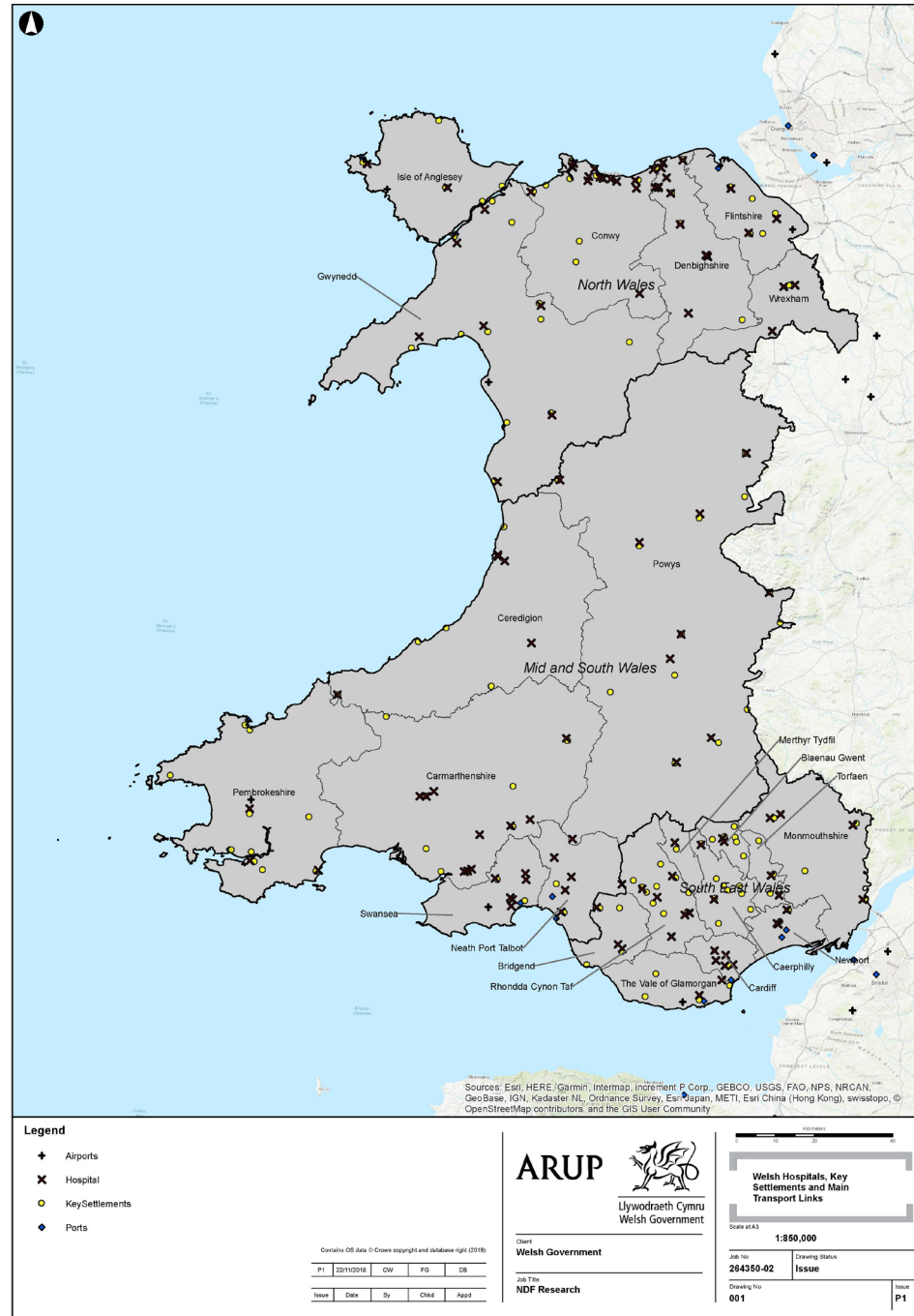
Urban major conurbation	Rural town and fringe
Urban minor conurbation	Rural town & fringe in a sparse setting
Urban city and town	Rural village
Urban city & town in a sparse setting	Rural village in a sparse setting

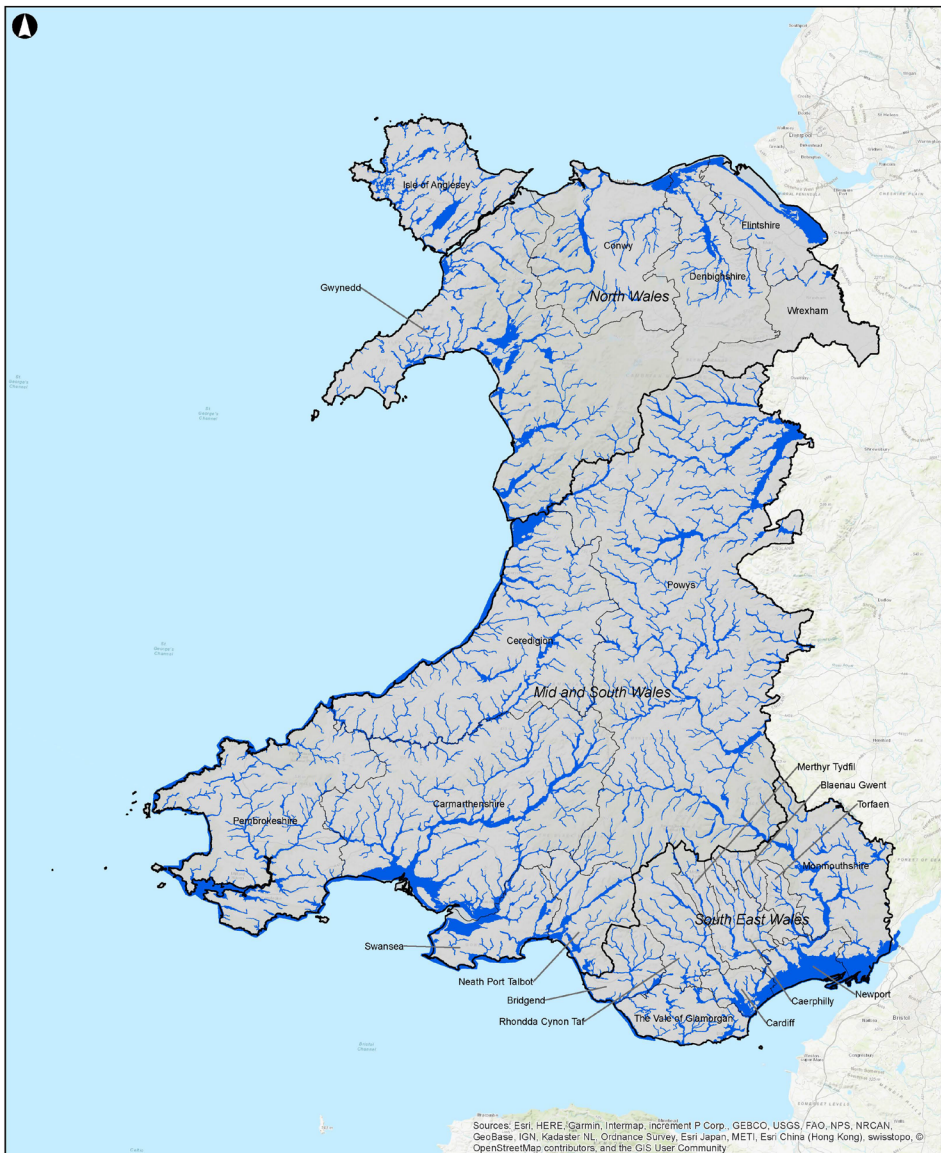
The Rural-Urban Classification is a Government Statistical Service product developed by the Office for National Statistics; the Department for Environment, Food and Rural Affairs; the Department for Communities and Local Government; and the Welsh Assembly Government, in collaboration with Sheffield and Nottingham Universities.

Source: Office for National Statistics licensed under the Open Government Licence v3.0.

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A3





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Legend

- Flood Alert Area
- Welsh Regions
- Welsh County

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Client
Welsh Government

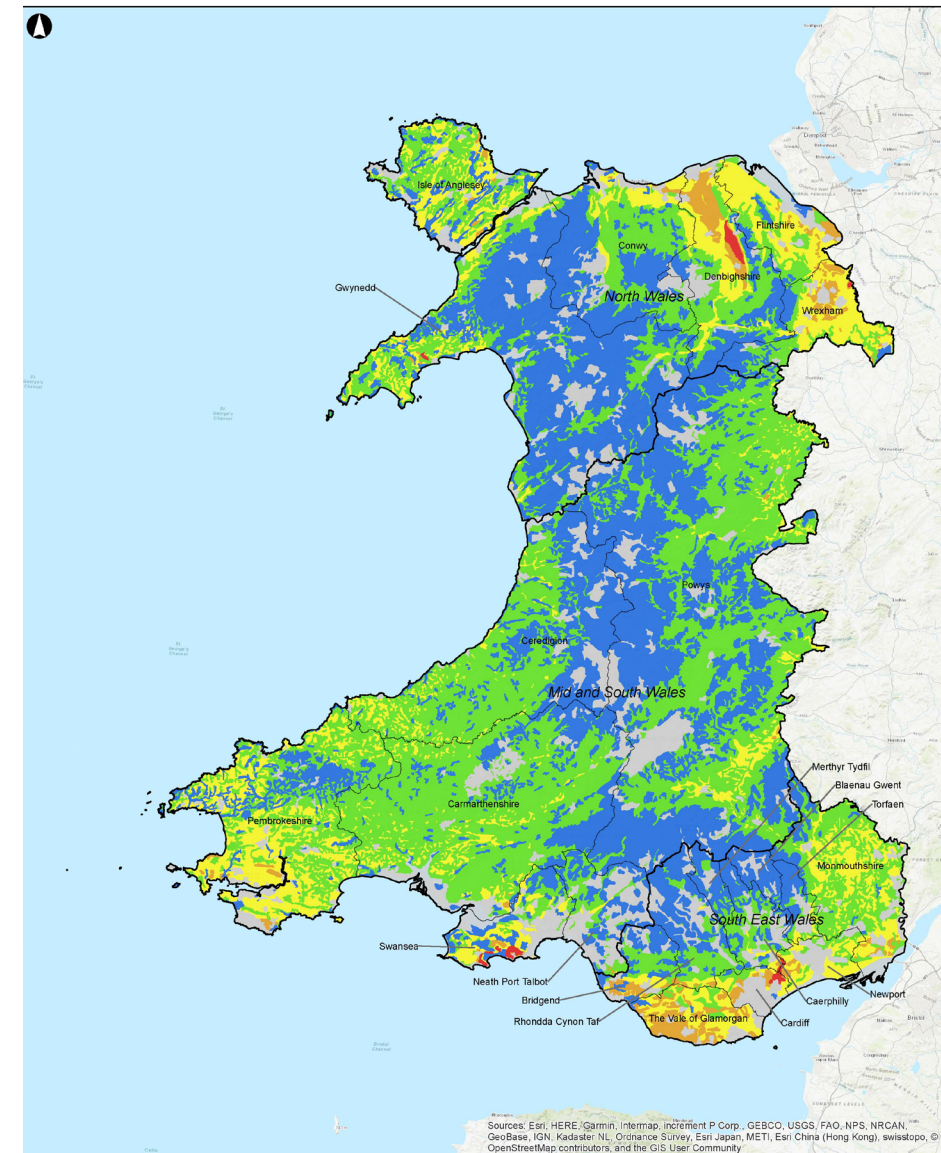
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NDF Research

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Issue	Date	By	Chkd	Appd

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Drawing No	001
Issue	P1

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P1	21/11/2018	CW	FG	DB
Issue	Date	By	Chkd	Appd



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Legend

- Non-Agricultural
- Grade 1
- Grade 2
- Grade 3
- Grade 4
- Grade 5

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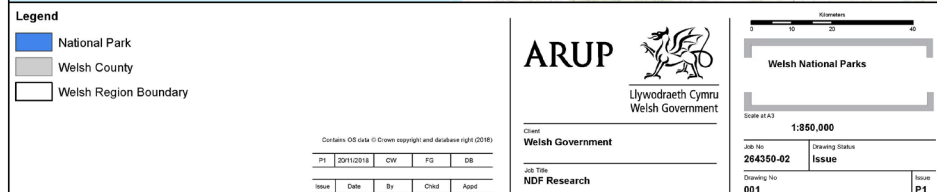
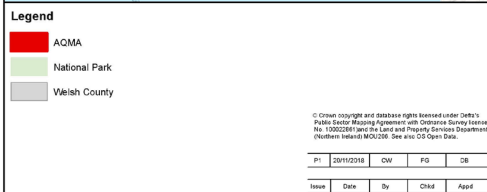
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NDF Research

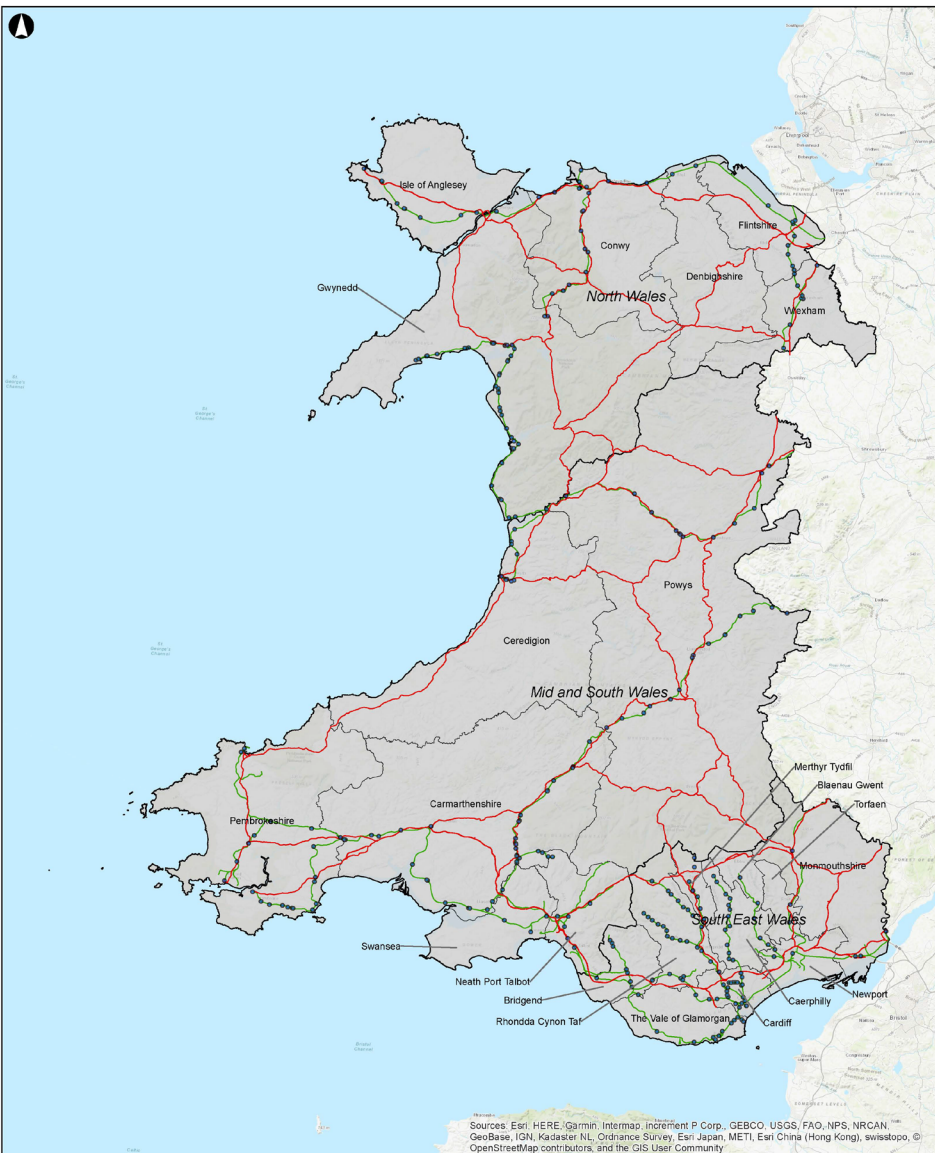
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Drawing Status	Issue
Drawing No	001
Issue	P1

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Issue	Date	By	Chkd	Appd





Legend

- Railway Station
- Trunk Road
- Railway
- Welsh Regions
- Welsh County

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Llywodraeth Cymru
Welsh Government

Client
Welsh Government

Job Title
NDF Research

Scale at A3
1:850,000

Trunk Roads and Railways

Scale at A3
1:850,000

Job No
264350-02

Drawing Status
Issue

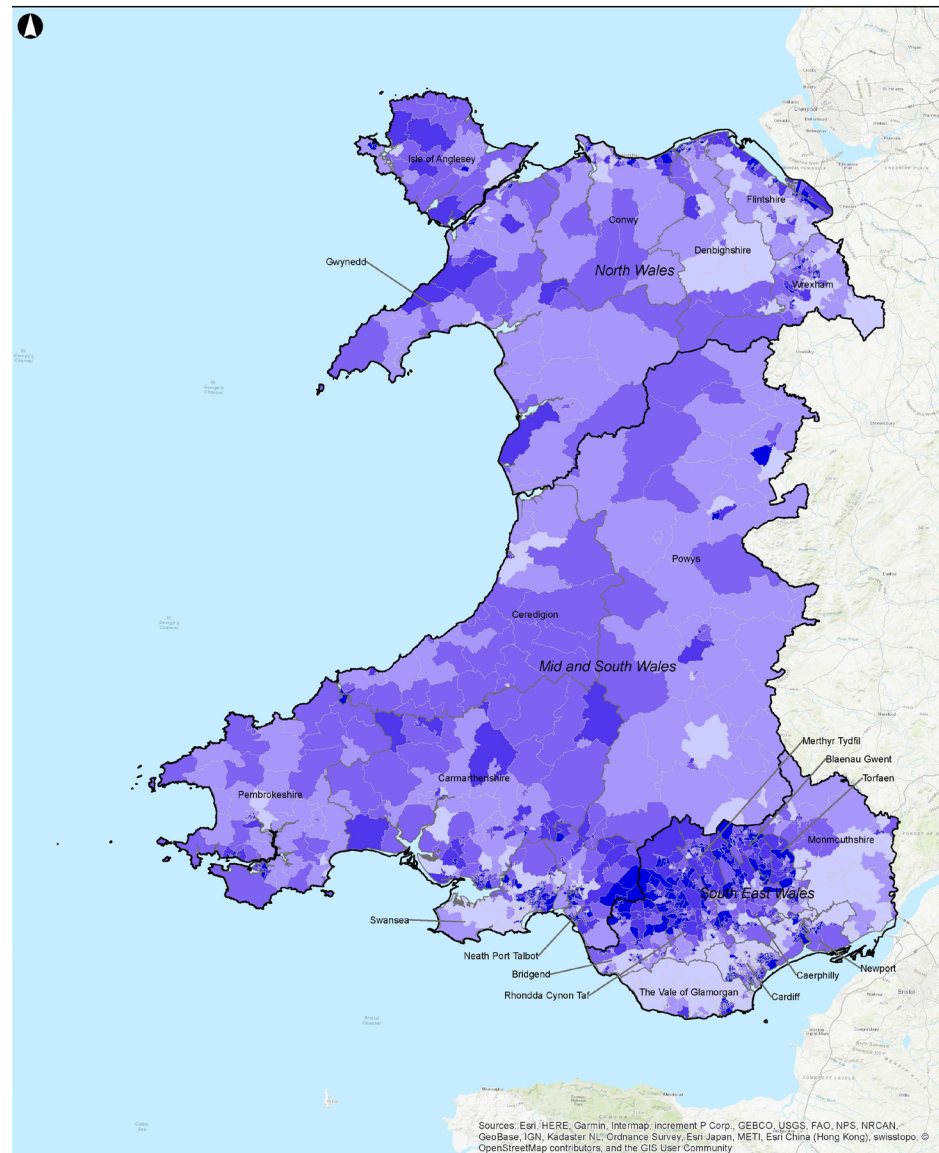
Issue
001

Issue
P1

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PI	21/11/2018	CW	FG	DB
Issue	Date	By	Chkd	Appd

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Legend
Welsh Index of Multiple Deprivation

- Most Deprived
- III
- II
- I
- Least Deprived

ARUP
Llywodraeth Cymru
Welsh Government

Client
Welsh Government

Job Title
NDF Research

Scale at A3
1:850,000

Welsh Index of Multiple Deprivation (WIMD) 2014: LSOAs

Scale at A3
1:850,000

Job No
264350-02

Drawing Status
Issue

Issue
001

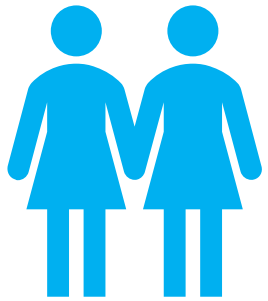
Issue
P1

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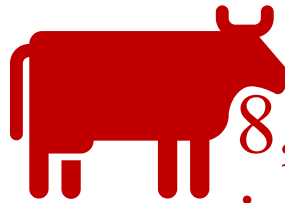
PI	20/11/2018	CW	FG	DB
Issue	Date	By	Chkd	Appd

© ARUP

Characteristics – North Wales



31%↑
Age 65+



8,000
jobs in
agriculture



House Prices↑14%

31%

Speak
Welsh



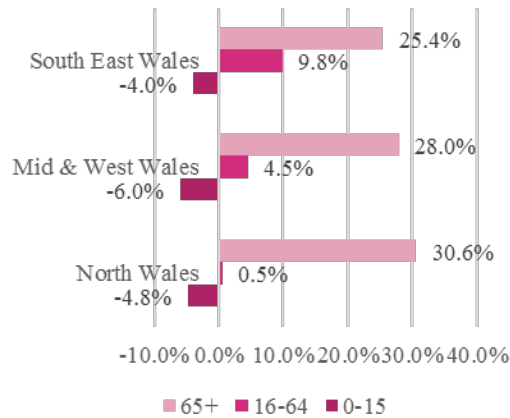
80 jobs for
100 people

12% work
from home



Trends – Comparison across Welsh Regions

Age Structure 2001-2017



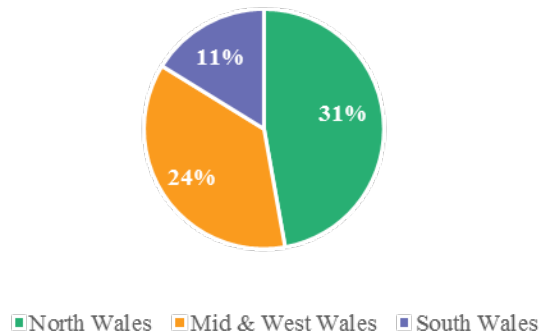
Employment in Agriculture



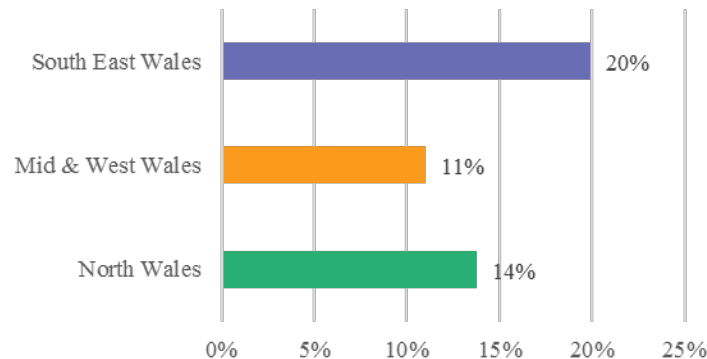
Annual pay - gross



Percentage able to speak Welsh



House Prices 2013-2018



Work mainly at or from home



Definitions and Issues

1. Indicators that could help define rural areas
2. The most important infrastructure;
 - Economic
 - Social and cultural
 - Environmentalto the function and success of rural areas in your region

Please place a sticker in the area that best represents your choices.

Anything else please tell us....

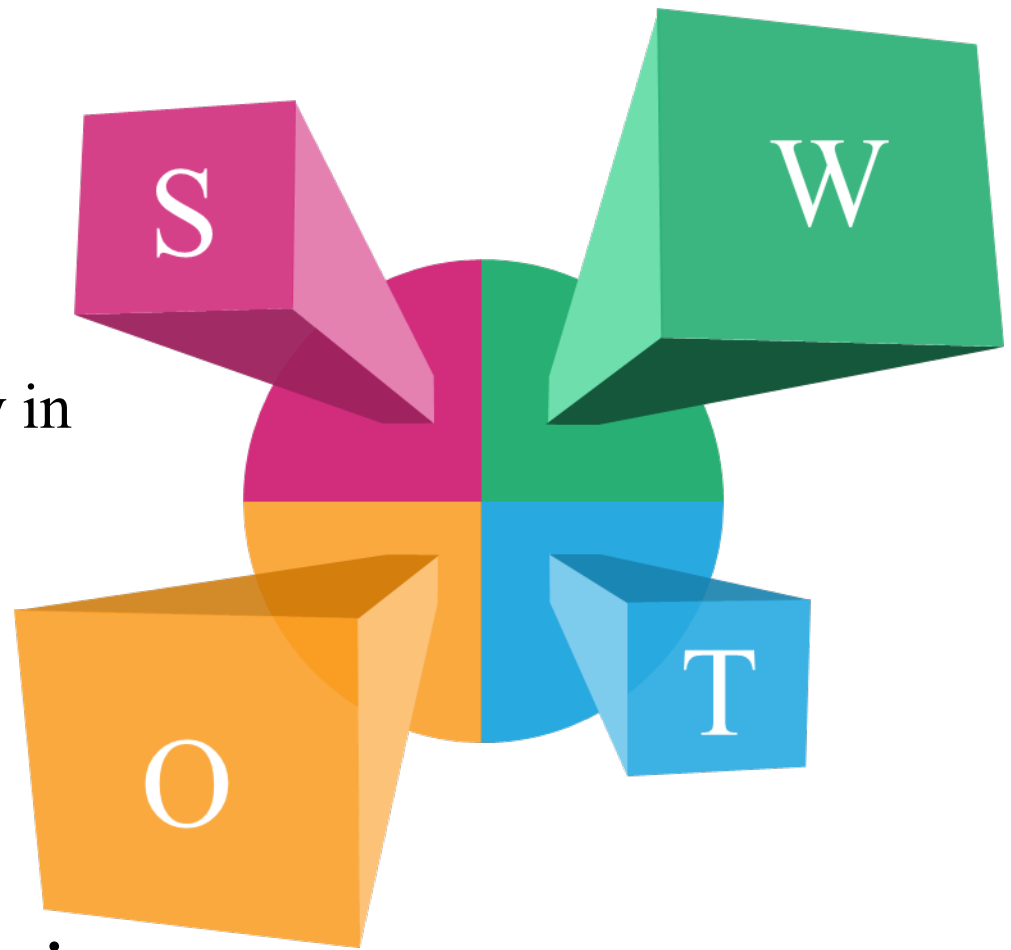
SWOT

Facilitated stakeholder activity in three groups:

1. Economic
2. Environmental
3. Social and cultural

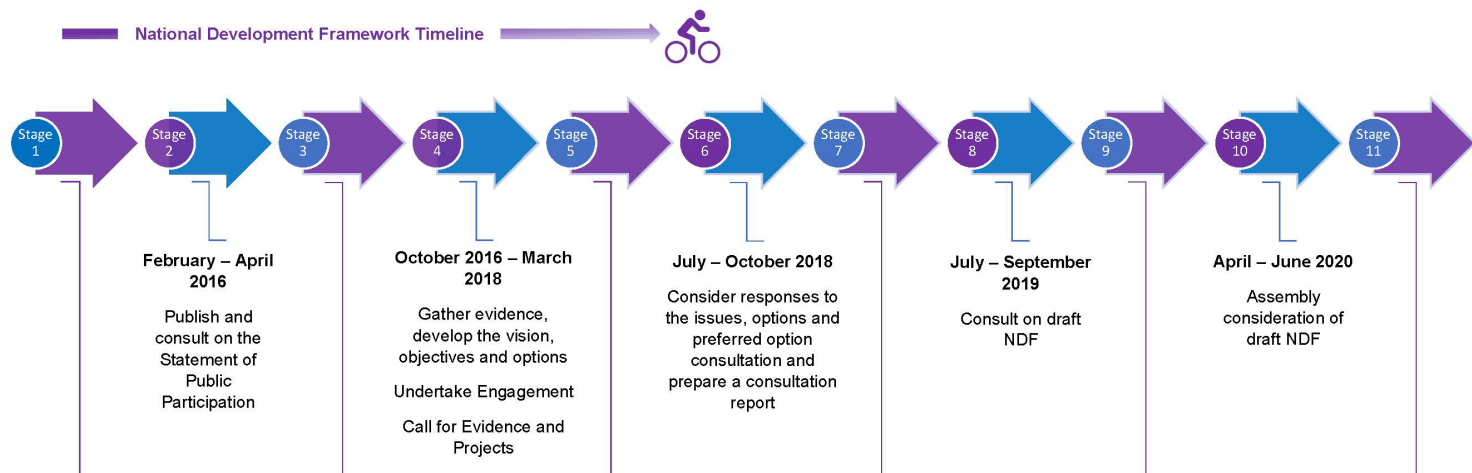
Structured around

- a) SWOT for the NDF
- b) **Planning levers and barriers**
- c) Priorities for the region – focusing on **rural areas** and issues at the **national scale**



Next Steps

- Factual Workshop Report
- Focused stakeholder meetings about projects and plans
- Data collection for publication via Lle Portal
- Study Report
 - SWOT to support the development of national planning policy
 - Provide direction for planning in rural areas
- Publication of the NDF



Thank you

For further information contact:
Russell.Dobbins@gov.wales



Llywodraeth Cymru
Welsh Government

ARUP

Appendix B

Sticky Dot Activity Outputs

Diffinio Ardaloedd Gwledig yng Nghymru

Isod, mae ystod eang o ddangosyddion posibl a allai helpu i ddiffinio ardaloedd gwledig.

Yn eich barn chi, pa bump dangosydd yw'r gorau, neu'r mwyaf defnyddiol?

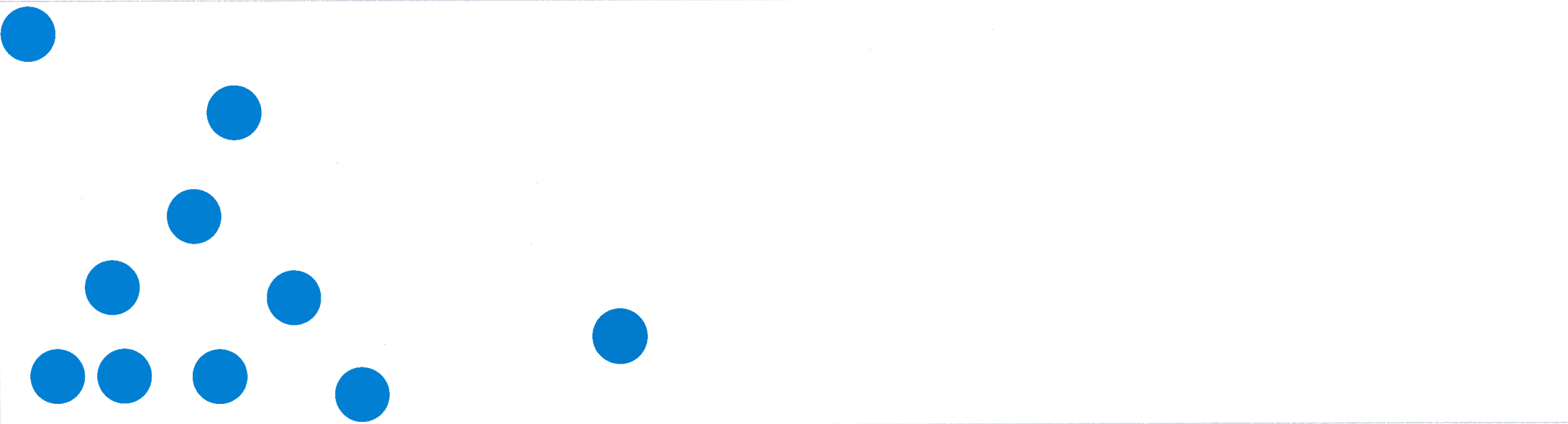

Rhowch sticer mewn hyd at bump rhes sy'n cynrychioli eich dewis.

Defining Rural Areas in Wales

Below is wide range of potential indicators that could help define rural areas.

Which five indicators do you consider to be the best or most useful?

Please place a sticker in up to five row(s) that represents your choice.

Dangosyddion / Indicators	Dewisiadau / Choices																																	
<div>Dwysedd poblogaeth / teneurwydd trefol</div> <div>Population density / urban sparsity</div>	 <p>A scatter plot showing 10 data points (blue circles) on a grid from 0 to 100 on both axes. The points are clustered in the lower-left quadrant, with one point at (0, 100) and others generally below 50 on both axes. One point is an outlier at approximately (65, 45).</p> <table><tr><th>Choice</th><th>Indicator 1 (0-100)</th><th>Indicator 2 (0-100)</th></tr><tr><td>1</td><td>0</td><td>100</td></tr><tr><td>2</td><td>10</td><td>50</td></tr><tr><td>3</td><td>20</td><td>40</td></tr><tr><td>4</td><td>30</td><td>60</td></tr><tr><td>5</td><td>40</td><td>80</td></tr><tr><td>6</td><td>50</td><td>40</td></tr><tr><td>7</td><td>60</td><td>50</td></tr><tr><td>8</td><td>70</td><td>30</td></tr><tr><td>9</td><td>80</td><td>40</td></tr><tr><td>10</td><td>90</td><td>45</td></tr></table>	Choice	Indicator 1 (0-100)	Indicator 2 (0-100)	1	0	100	2	10	50	3	20	40	4	30	60	5	40	80	6	50	40	7	60	50	8	70	30	9	80	40	10	90	45
Choice	Indicator 1 (0-100)	Indicator 2 (0-100)																																
1	0	100																																
2	10	50																																
3	20	40																																
4	30	60																																
5	40	80																																
6	50	40																																
7	60	50																																
8	70	30																																
9	80	40																																
10	90	45																																
<div>Dwysedd cyflogaeth</div> <div>Employment density</div>	 <p>A scatter plot showing 5 data points (blue circles) on a grid from 0 to 100 on both axes. The points are clustered in the lower-left quadrant, with one point at (0, 100) and others generally below 50 on both axes.</p> <table><tr><th>Choice</th><th>Indicator 1 (0-100)</th><th>Indicator 2 (0-100)</th></tr><tr><td>1</td><td>0</td><td>100</td></tr><tr><td>2</td><td>10</td><td>70</td></tr><tr><td>3</td><td>20</td><td>70</td></tr><tr><td>4</td><td>30</td><td>30</td></tr><tr><td>5</td><td>40</td><td>30</td></tr></table>	Choice	Indicator 1 (0-100)	Indicator 2 (0-100)	1	0	100	2	10	70	3	20	70	4	30	30	5	40	30															
Choice	Indicator 1 (0-100)	Indicator 2 (0-100)																																
1	0	100																																
2	10	70																																
3	20	70																																
4	30	30																																
5	40	30																																

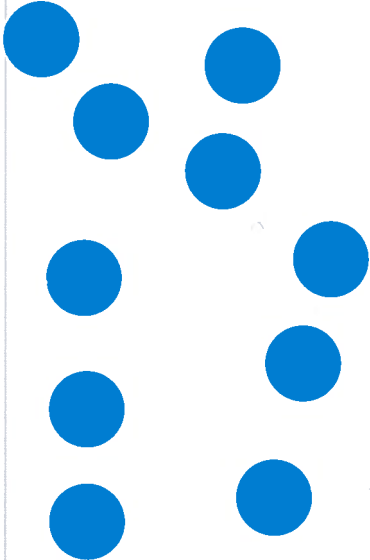
Cyllid yr UE / Buddsoddiad cyfalaf / NUTS3

EU Funding / Capital investment / NUTS3



Tir amaethyddol

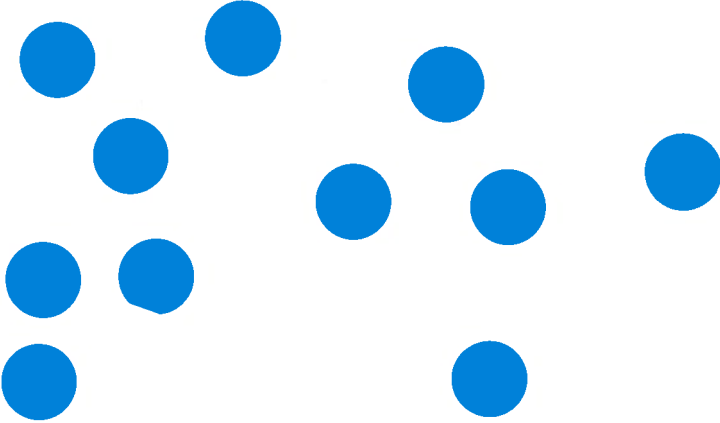
Agricultural land



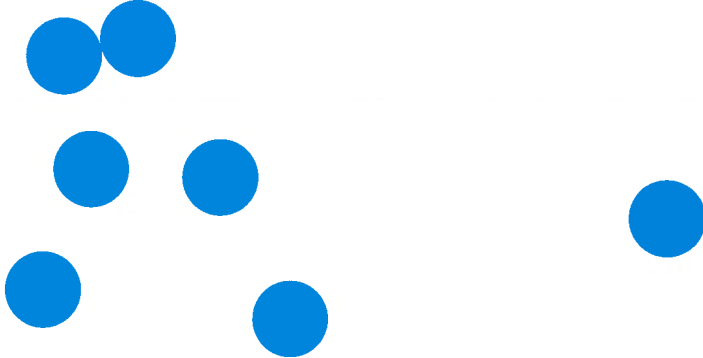
Topograffi

Topography

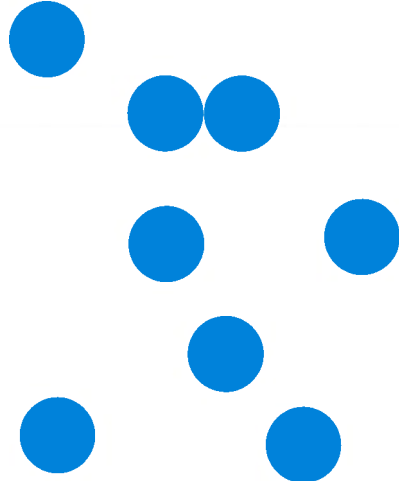
Mynediad i Wasanaethau MALIC
WIMD Access to Services



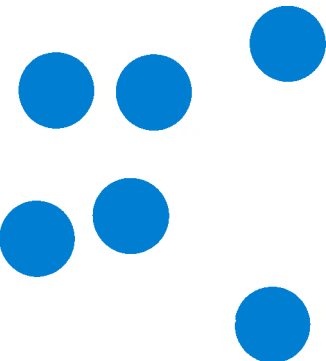
Sectorau cyflogaeth gwledig
Rural sectors of employment



Pellter a deithiwyd i'r gwaith /
ardaloedd teithio i'r gwaith
Distance travelled to work / travel to
work areas



Pellter i gefnffordd
Distance to trunk road



Signal band eang
Broadband coverage



Maint cwmnïau / cyfran y busnesau
bach a chanolig
Company size / proportion SMEs



Meithrin Ardaloedd Gwledig yng Nghymru / Fostering Rural Areas in Wales

Isod, mae rhestr o wahanol seilwaith economaidd, cymdeithasol, diwylliannol ac amgylcheddol.

Below is a list of different economic, social, cultural and environmental infrastructure.

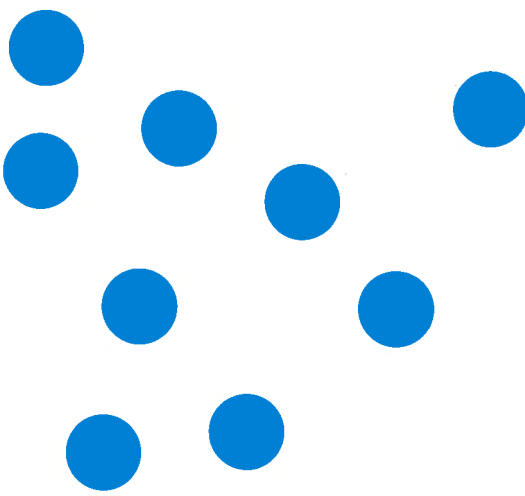

Yn eich barn chi, pa bump sydd bwysicaf ar gyfer swyddogaeth a llwyddiant ardaloedd lleol yn eich rhanbarth?

Which five do you consider to be the most important to the function and success of rural areas in your region?

Rhowch sticer ym mhob un o'r rhesi sy'n cynrychioli eich dewis.


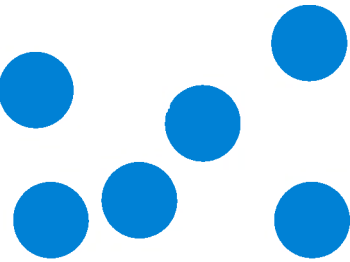
Please place a sticker in each of the rows that represents your choice.

Mynediad i... / Access to...	Dewisiadau / Choices
Tai fforddiadwy Affordable housing	
Cymorth a chyllid busnes Business support and funding	

Mynediad i... / Access to...	Dewisiadau / Choices
<p>Siopau a gwasanaethau (e.e. siop gyfleus, swyddfa bost a banc ac ati)</p> <p>Shops and services (e.g. convenience store, post office and bank etc.)</p>	
<p>Cefnffyrdd</p> <p>Trunk roads</p>	

Mynediad i... / Access to...	Dewisiadau / Choices
<div data-bbox="97 405 290 451">Addysg</div> <div data-bbox="97 499 290 546">Education</div>	 <p>A scatter plot with 8 blue dots. The dots are distributed in a loose cluster on the left side of the plot area. The approximate coordinates (x, y) for the dots are: (10, 15), (15, 15), (25, 20), (12, 25), (18, 22), (22, 28), (20, 30), and (35, 30).</p>
<div data-bbox="97 940 335 987">Gofal iechyd</div> <div data-bbox="97 1035 299 1081">Healthcare</div>	 <p>A scatter plot with 3 blue dots. The dots are located on the left side of the plot area. The approximate coordinates (x, y) for the dots are: (10, 43), (15, 40), and (10, 51).</p>
<div data-bbox="97 1497 439 1543">Band eang cyflym</div> <div data-bbox="97 1591 528 1638">High speed broadband</div>	 <p>A scatter plot with 5 blue dots. The dots are located on the left side of the plot area. The approximate coordinates (x, y) for the dots are: (10, 68), (15, 68), (10, 78), (25, 76), and (15, 86).</p>

Mynediad i... / Access to...	Dewisiadau / Choices
<div>Tai preifat</div> <div>Private housing</div>	<div></div>
<div>Marchnadoedd rhanbarthol yn y DU ac Iwerddon</div> <div>Regional markets in UK and Ireland</div>	<div></div>
<div>Llety i'w rhentu</div> <div>Rented accommodation</div>	<div></div>

Mynediad i... / Access to...	Dewisiadau / Choices
<div data-bbox="97 394 629 531">Marchnadoedd rhyngwladol International markets</div>	
<div data-bbox="97 930 563 1066">Cyflogaeth/swyddi lleol Local employment / jobs</div>	
<div data-bbox="97 1524 549 1661">Trafnidiaeth gyhoeddus Public transport</div>	

Diffinio a Meithrin Ardaloedd Lleol yng Nghymru

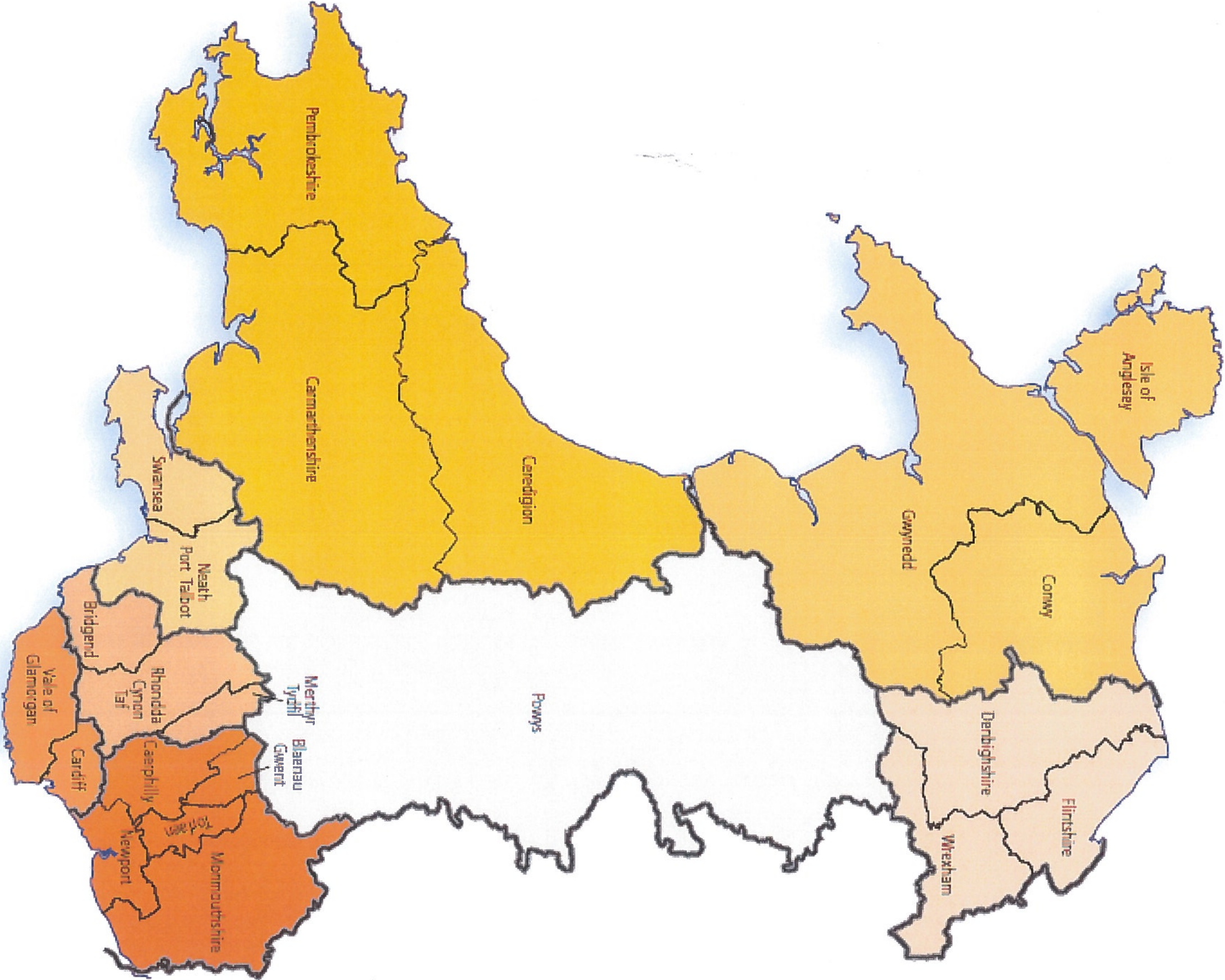
Defining and Fostering Rural Areas in Wales

Hoffem wybod a ydych chi'n ystyried unrhyw wahanol ffyrdd o ddiffinio ardaloedd gwledig yn eich rhanbarth, a ph'un a ydych chi'n ystyried bod unrhyw fathau eraill o seilwaith cymdeithasol, diwylliannol ac amgylcheddol yn werthfawr i chi yn eich ardal wledig.

We would like to know if you consider there to be any different ways you define rural areas in your region, and whether you consider there to be any other types of social, cultural and environmental infrastructure that you value in your rural area.

Gwnewch nodyn ar ein map isod neu ysgrifennwch eich sylw ar nodyn gludlog a'i osod rywle yma.

Please annotate our map below or write your comment on a post-it-note and place it somewhere here.



LESS
LIKELY
TO CLAIM
BENEFITS
DUE
(PROUD)

PERIPHERALITY
(NOT ALWAYS
REALITY)
I.E. AREAS
IMPACTED
BY PERIPHERALITY

Leisure
facilities

ACCESS TO
B/BAND NO
LOWER
SUITABLE DUE
TO INTERVIEW

CLOSE KNIT
COMMUNITIES/
MULTI-
GENERATION
FAMILIES ^{CLOSE}
TOGETHER

FUNCTIONAL
PLACES TO
LIVE
& WORK

~~REDUCED~~
SENSE
OF ISOLATION
/BEING
BEHIND
THE TIMES

Natural
Resources +
their benefits. /
Value to
Society

Car
dependency

Hidden /
Masked
Poverty

VIBRANT
'HIGH ST'

Sense of
'Community'
often much
greater in
rural areas

SELF
EMPLOYMENT
/MICRO
NOT SME

EASE OF
ACCESS TO
'GREEN'
SPACES FOR
RECREATION

Death rates
Exceeding
birth
Rates

OVER
50%
Welsh
Speakers

"TRANSPORT
POVERTY"

(higher fuel costs in
rural areas, lack of
public transport
+ significant no.
of households without
a car)

ISOLATION
LONELY

LOW WEEKLY
PAY

• PART-TIME
WORK

• LVA (PERIOD)
POSS. BKE PRGYS.

Lack
of
Public
Transport

Appendix C

SWOT Activity Photos





ITIES

ECONOMIC

WEAKNESSES

COMMUNITY
GROUPS
WORKING TO
HELP

NEED TO
FOCUS ON
PLACES RATHER
THAN 'RURAL'

GREEN
TOURISM

"RURAL"
JOBS THAT
DON'T WANT

DEPOPULATED
↓
VIABLE.

RENT/
BUY
HOUSING

YOUNG
PEOPLE.

ATTRACTING

STRENGTHS

HOLLYWOOD
MUSIC
PORTS

WELSH
LANGUAGE
AN
INDICATOR

COMMUNITY-
SUPPORTED
AGRIC.

DIGITAL-
BASED,
INTERNATIONAL
SMEs

COMMUNITY
MOVEMENTS
GOOD
PRACTICE

DIGITAL
INFRA

FILM + TV
INDUSTRY

OPPORTUNITIES

ECON

HOUSING
CO-OP

PLNG AS
LANG
ENABLER

COMMUNITY
GROUPS
WORKING TO
HELP

NEED TO
FOCUS ON
PLACES RATHER
THAN 'RURAL'

NOT AN
OPPORTUNITY
TO
INVEST

PUBLIC
INTERVENTION
↓
EQUALITY

GREEN
TOURISM

"RURAL"
JOBS THAT
PPL WANT
TO DO

POST-
BREXIT
REVIEW OF
THE USE
OF LAND

ENERGY
ISLAND.

MOSTLY
FISHING.
|
DON'T JUST
EXPORT

CONSTRUCTION
INDUSTRY

WORK
ENV
IS
CHANGING

AUTOMATION
↓
UPSKILLING

WASTE -
CIRCULAR
ECONOMY

OMIC

WEAKNESSES

DEPOP
↓
VIABLE.

RENT/
BUY
HOUSING

TRANSPORT
IS
EXPENSIVE

HOUSING
GROWTH
METHODS/
ESTIMATES.

YOUNG
PPL.

"BIG"
AGRIC?
(AGRI-BUSINESS)

AGRIC
NOT
LABOUR
INTENSIVE

WEALTHY
OUTSIDE
BUYERS/
INVESTORS.

ENV.
IMPACTS

- SOIL
- WATER
- AIR

INCOMES
NEEDED

RURAL
INFRA
AS A
PRIORITY

BIG FARMS
SHOULD
GET THE
GRANTS

MKT
FORCES
ONLY?
FAILURE

TOP
DOWN
ACTION?

THREATS

WALG
DEMOG-
RAPICS.

SKILLS?
RETENTION?

LINK TO
LAND
MANAGEMENT
FRAMEWORK.

FISHING
QUOTAS.

PLANNING - LEVELS / BARRIERS

% OF
MATERIALS
RECYCLED
(CONSTRUCTION)

"RURAL
WORKER"
HOUSING

POLICY
FOR
WATER
SPENDING
ADDS

AREAS OF
CONSTRUCTIVE
SOLIDITY

LONG
ASSIST
GUIDELINES

AGRIC
PLUG
REPAIRS

PRIORITIES

"RURAL"
AS A
PLUG
WORK?

PERIPHERY

AGRIC
DEFIN
REVIEW

PLUG
FIT WITH
PLANNING

"TRADITIONAL"
"CONSTRUCT"
RURAL TYPES

IES ENVIRONMENT

WEAKNESSES

NOK
articulating
enviro opps.

Intervention
+ investment
in rural
areas:
getting it
right

SMEs
promoting
high quality
jobs

grants/
loans
through working
w/ planning
system

Rethinking
Accepted
environmental
models

Principle
of circular
economy
Supported

Lots of
listed building
and expensive
to run!

Septic
tank
registrations



PLANNING LEVERS / BARRIERS

Listed buildings seen as negative with re-use

Myth that IP more difficult in rural areas?

Permitted development rights in rural areas e.g. barn conversions.

Data around waste treatment

Balance in WFGA - not just economic

planning in rural areas = enabling + intervening / responding to market +

PRIORITIES

Use of SUDS

Infrastructure to support development incrementally

Need to appreciate / understand variations in rural economy

Need for econ dev. in rural areas

Does enviro play as important a role as economy / social / cultural?

More specific about env investment and at what level - areas statements

STRENGTHS

Income
from
green
economy

Topography

Sustainable
Management
of Natural
Resources

Hydro /
tidal -
free
asset
(consider biodiversity)

ENVIRON

OPPORTUNITIES

Policy framework should understand and nuances of rural life

NDE articulating enviro opps.

Intervention + investment in rural areas: getting it right

Skills + education in traditional crafts / jobs

Reuse of existing buildings

SMEs promoting high quality jobs

grants / loans through working planning system

Sustainable homes through permitted development

Funding + flexibility for re-use of listed buildings

Rethinking Accepted environmental models

Principle of circular economy supported

Private water supplies

Circular economy e.g. energy from waste

Re-focus future funds post Brexit

countryside vs. highlands - focus on highland where is the focus?

MENT

WEAKNESSES

Lots of
listed building
and expensive
to run!

Septic
tank
registrations

less
community
focused
planning:-

focus on
seasonal
working

rural economy
based on
agricultural
+ small industries

ss

where
is?

THREATS

relationship
between
NDF +
land manage-
ment after
Brexit

More constraint
to address
when develop-
ping in rural
areas = barrier

Misconception
of the
planning
system in
rural areas

Water quality
+ intensification
of agri.

Retaining
skills +
promoting
careers

idyllic/
simplistic
view of rural
areas - barrier
to development?

Funding
cuts barrier
to innovation

Brexit
and cuts
in investment

Flood
risk

SOCIO - CULTURAL STRENGTHS

Community
resilience
+ self-help

Language

Ke Using
natural
resources
sustainably

Access to
green
spaces/
natural environment

Community
involvement
in creating
ops.

rural areas
important to
Welsh culture
+ language

PLANNING LEVERS / BARRIERS

Lack of understanding of planning process

Opposition to development often 'shout louder' than support

Debates over housing ∴ benefits & disbenefits

Housing targets / deliverables - too much focus.

Right to housing & services

engaging hard to reach group

approach to decision-making - where's the starting point? roads, housing

What drives a successful place?
e.g. infrastructure services.

PRIORITIES

Community understanding of planning process - early in process not just what participants

Collaboration between sectors e.g. enviro + health + social care

Linguistic sensitivity in areas.

Less allocation w/ certainty of delivery

Move away from private developer delivery of all housing

Laurence directly.

laurence@castlevision.co.uk

Tel: 07761 007123

Thank You

www.castlevision.co.uk

WEAKNESSES

Housing
isolated from
community
facilities
/ services

Housing
delivery →
community
expectation
for things which
didn't materialise

Tourism:
practical
limitations
vs.
benefits.

Not sufficient
protection for
the Welsh
language in
rural areas:
relevant to
planning

Electric
vehicle
infrastructure
centred on
main roads -
away from rural

Tourism/
tourist
travel -
centred
on driving

THREATS

rural areas
turning into
commuting
villages:
undermining
vibrant community

Community
will →
funding +
time.

Lack of
services/housing
= outward
migration from
rural areas

More transp-
ort routes
= dilution of
landscape?

threat
to language
culture in
rural
communities

Infrastructure
limitations
more electric
charging =
more energy

Aging population
+ reliance on
car travel =
isolation +
health issues
loneliness.

Privately
owned
'green spaces'
- wellbeing

Differences
regionally -
NE Wales/
NW Wales.

SOCIO - CULTURAL STRENGTHS

Community
resilience
+ self-help

Language

Re-using
natural
resources
sustainably

Access to
green
spaces/
natural environment

community
involvement
in creating
ops.

rural areas
important to
Welsh culture
+ language

OPPORTUNITIES

Community project officers.

NDF should support continued protection of agriculture communities

Building for life-strong communities

Services + amenities important to health + wellbeing + helps to reduce impact on health services

specific to necessary housing type in area.

Planning supporting / facilitating rural services = continued viability

Decentralised energy generation model - could be made easier

How well is community energy programmes published? Learning by example

Local house building / encourage self build.

Electric vehicle charging infrastructure

Bottom up approach to development e.g. co-production network

Broad age demographic / mixed communities supported by planning policy critical to vibrant communities

Dial a bus - thinking differently about transport in rural areas.

Appendix D

North Wales Rural – Event Register

National Development Framework: Research into Regions and Rural Areas (North Wales Region)

Location: Glasdir Business and Conference Centre, Llanwrst

Date: 29th November 2018

Regional Workshop – 10:00 – 12:30pm

Name	Organisation	Also attending Rural workshop (✓)
1 Stuart Hughes	Penrhy Penrhy Housing Group	✓
2 Mike Hamer	Wrexham Glyndŵr	x
3 Dennis Abwell	" "	x
4 Lindsay Mercer	Conwy Council	x
5 Liz Franks	Hafren dwyfn	✓
6 Maïon Lewis.	NRW	✓
7 Keith Davies	NRW	✓
8 Rhys Pritchard.	Anglesey	✓
9 Eifion Jones	Anglesey.	✓
10 Rob Irvine.	National Infrastructure Com.	x
11 Noel Darcy	CPRW	x
12 Angela Lefrus	Denbighshire	x
13 Mandy Davies.	CIW	x
14 Dylan	Gwynedd	
15 Bryn Kyffin	Conwy.	x
16 Dewi Griffiths	Welsh Water	✓
17 Michelle Clarke	community transport	✓
18 Iona Hughes	FG office	✓
19 Penelope Storr.	CHC	✓
20 Eifion Lloyd Jones.	Dyfodol i'r Iaith	

A factual, bilingual and anonymised Workshop Report will be produced to record the events.

Some photographs may be taken of this event.

Should you have any concerns, please contact a member of the project team.

21	Ruth Richards	Dyfodol i'r Iaith	✓
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National Development Framework: Research into Regions and Rural Areas (North Wales Region)

Location: Glasdir Business and Conference Centre, Llanwrst

Date: 29th November 2018

Rural Workshop – 1.30 – 4:00pm

Name		Organisation
1	Geraint Jones	North Wales Police - rural crime team.
2	SARA	SOCIAL CAREERS & GARDENS.
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A factual, bilingual and anonymised Workshop Report will be produced to record the events.

Some photographs may be taken of this event.

Should you have any concerns, please contact a member of the project team.