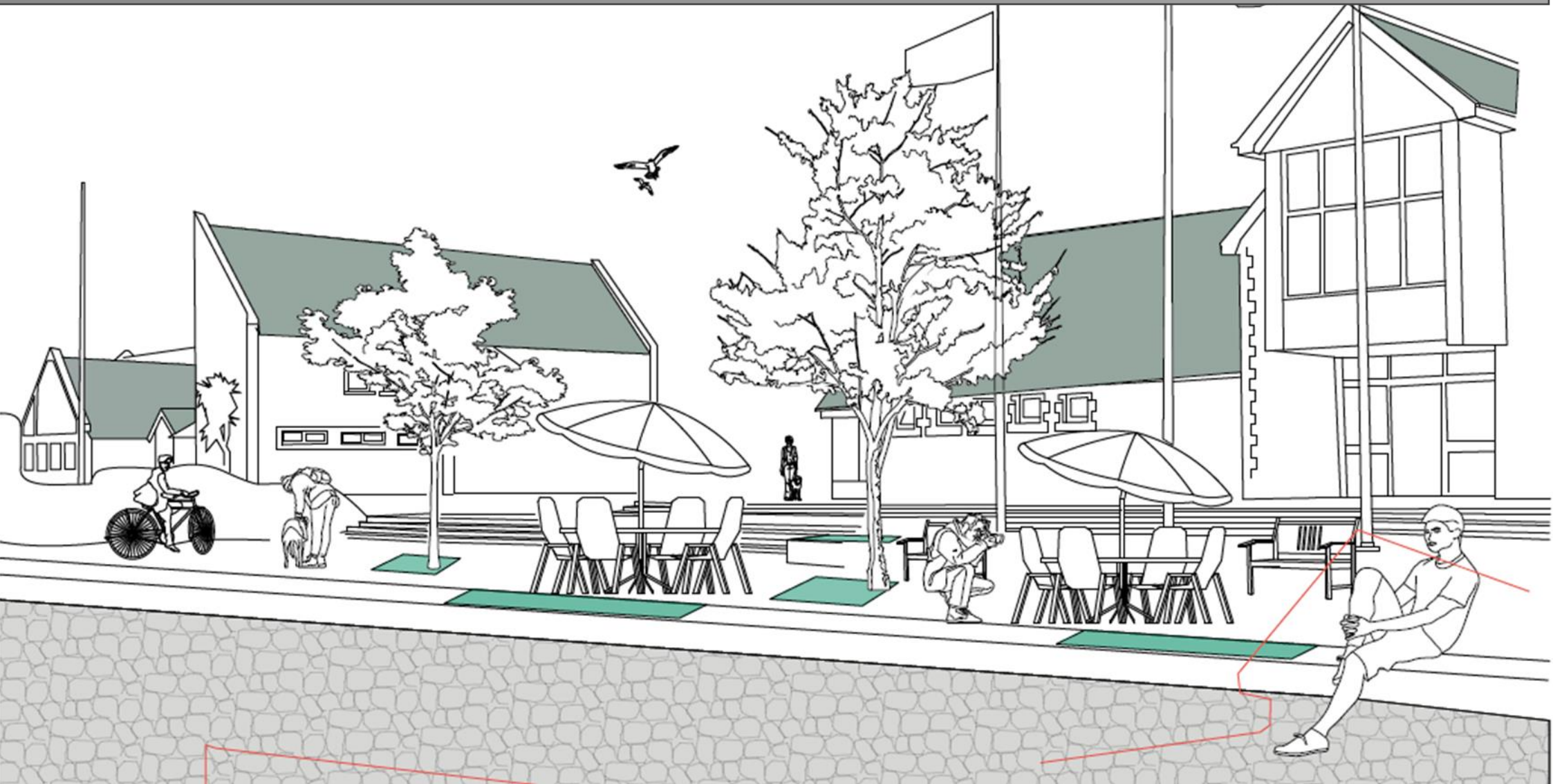


Pwllheli Harbour Long Term Strategic Plan



Project Team

Prepared For: **Cyngor Gwynedd Council**

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With special thanks to the staff of Cyngor Gwynedd Council and Hafan Pwllheli Marina. Thanks are also extended to those members of the public who attended drop in sessions or otherwise provided comments that assisted in the creation of this strategy.

Executive Summary

Pwllheli Harbour is an important waterfront development to the east of the town and plays a notable economic and social role for Pwllheli and the wider region. With aging assets, new pressures and opportunities, this strategy charts a course towards a vibrant future for the communities who live, work, and play in the marina area.

Pwllheli today

Pwllheli is a coastal town, on the popular and idyllic Llyn Peninsula in the north of Wales, with a population of around 4,000 people. It has a history as a fishing, boatbuilding and seaside town. It remains popular but other areas have benefited from more recent developments and changes in demand.

Pwllheli Harbour has developed over several decades to become one of the most notable recreational marine facilities in Wales and the west coast of the UK. The early phases of this development are reaching the late stages of their design life, and the marina and wider area need rejuvenation to maintain and enhance the benefits the harbour secures for the region and communities.

The strategy development process

In 2023, Gwynedd Council commissioned the development of a Long-term Strategy for the Pwllheli harbour area, aiming to reinvigorate the area and to deepen the connection between the town and community.

The Strategy represents the outcome of a collaborative effort between the Council, communities and professional advisors. The development of the strategy was divided into several phases:

Background analysis

– a full review of the background material and previous work done to explore the future of the area.

Concept development

– initial development of principles, outcomes,

and activities for testing with the community.

Community engagement and testing – to assess the concepts and to refine options including an understanding of what is not appropriate.

Final strategy development – detailed refinement of the options to respond to the feedback from across the community and to establish a clear timeframe for the developments.

To support this there was an extensive public consultation process, including ten public and stakeholder meetings and an open online survey attracting 154 responses.

Background

The Marina, constructed more than 30yrs ago, is the principal development in the harbour area and now supports 400 berths and a further 400 boats on the hard, making it one of the larger operations in the UK.

The marina is well run and maintained but is showing its age - with the pontoons and piles nearing the end of their design life - and has not responded to shifts in visitor expectations, presenting itself in a slightly commercial and uninviting manner. It is beginning to fall short of increasing market expectations.

The state of dredging is undermining market confidence in the marina and was the primary concern of most stakeholders who engaged in the process. Options to address this are being

considered but are complicated in and of themselves with disposal providing a notable challenge. This process is further complicated – and confidence further dimmed - by parallel discussions considering the risks of flooding across the area.

The experience of the harbour areas is biased towards the car and whilst the distances to the town are not considerable nor are there steep gradients, the connections are rarely used and the two feel completely disconnected. The harbour areas offer several experiences and services of benefit to the community, secures at least 50 – 70 full time equivalent roles and adds £1-2m of Gross Value Add (GVA) to the economy.

Foundations

Despite the complexity and challenges of the current situation, there are many aspects of the harbour and marina that can be built upon to unlock a vibrant future.

To trigger this shift it is essential to develop a platform

for change. These foundations include addressing weaknesses in market confidence through the adoption of a long-term dredging approach and mitigating the growing risk posed to the marina pontoons and piles. Both of these need to be underwritten by a long-term approach to investment. More widely it is essential that all decisions by public, private and community actors are coordinated in pursuit of a common ambition.

Ambition

The community's ambition is for Pwllheli Harbour to be a more deeply integrated part of the town and community, for development to be rooted in the culture, heritage and language of the area, to secure and extend the current benefits for the economy, environment & community and to unlock development that benefits visitors and residents alike.

They also highlight seven elements that further characterise the ambition for the area covering; authenticity, animation and activity, breaking

the inertia, business minded, community-centric, a destination of choice and environmentally sensitive. All these elements are drawn together in the [Theory of Change](#) that details how the ambition is realised through a cascade of short and then longer-term actions and outcomes.

Key to these changes is a recognition that the Council cannot deliver the ambition for the area on their own.

The Council can play a significant role in establishing the platform for change, improving market confidence and generating some early momentum, but the full potential of the area will only be released through a partnership between the public bodies, business and community that oversee consistent decision making across several phases of development.

Effects based and spatial planning.

Five key effects have been identified with the community to focus development that will unlock the ambition and address the implications and opportunities noted through the analysis and engagement processes.

The effects can be achieved in numerous ways and will be most effective in specific areas of the harbour area.

The five effects are:

- Bring the area to life (Animate)
- Get out of the car or boat (Modal Shift)
- Connect and Move
- Slow down, stake your time (Dwell)
- A vibrant destination

The right development in the right place

These effects (or outcomes) can be achieved in several ways. Working with the community the most desirable developments have been identified and where these should take place.

North Quay. The North Quay has an important role to play in connecting the town and Glandon by encouraging walking, cycling and vehicular transport to coexist in a narrow corridor.

Hafan Pwllheli and Plas Heli. Experiences on the Hafan and at Plas Heli can become the beating heart of the harbour area and extend and compliment the offer of the town for local communities and visitors alike.

Outer Harbour. The Outer Harbour has a number of well-established businesses and residencies. Enhanced links to the

marina and town can act as a catalyst to this areas development and enhance the wider visitor and community experience.

Inner Harbour and Island. Once a hive of activity this area has lost its sparkle, thoughtful development can reinvigorate the area building forging a new connection to the water, nurturing links to nature and deepening the relationship between the town, the Hafan and the outer harbour.

Developments for each area are expanded upon in the [report](#) and illustrated in the [annexes](#).

Strategy into reality – a timeline for development.

Potential development has been split into four phases:

- Essential development which seeks to break the inertia and establish the platform for change.
- Short term development (1-5 years) focuses on building momentum, improving the connections across the site and establishing more of the identify.
- Medium term (5-10 years) development takes those processes on further and seeks to deepen the links to the heritage of the area.

- Long term (10 years +) focusing on much larger projects which will require several years of planning and evidence of the building momentum to deliver.

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Introduction



[insert image credit/source]

Pwllheli Harbour today

Pwllheli Harbour has developed over several decades to become one of the most notable recreational marine facilities in Wales and the west coast of the UK. The early phases of this development are reaching the late stages of their design life and the marina and wider area are in need of a rejuvenation to maintain and enhance the benefits the harbour secures for the region and communities.

Pwllheli is a coastal town, on the popular and idyllic Llyn Peninsula, with a population of around 4,000 people.

It has a history as a fishing, boatbuilding and seaside town. It remains popular but other areas have benefited from more recent development and changes in demand.

The town lacks major modern hotel facilities and has an under provision of mid and upper market food and beverage and relies on caravan parks, air bnb and b&b's for accommodation.

The town is well located for not only for visiting the stunning coastal features and beaches of this part of Wales but also for Eryri National Park. The town doesn't, however, feel connected to the marina, despite a harbourside walk way along the North Quay.

The marina is a major attraction but is now showing its age, having

been opened in 1990's, and now being beyond the intended design life. The risk to the operation continues to grow whilst the next phase of renovation and development is under review. The marina office forms part of a pair of buildings which are in need of updating and review.

Boat service companies are thriving with more than 400 boats in the water and 400 boats out of the water within the harbour area and also benefiting from the high popularity of boating in nearby Abersoch. This concentration of boat service companies is one of the most significant in the UK outside of the South Coast of England and a notable asset to the region and Wales.

Plas Heli – the National Sailing Academy and Championship venue – is a modern sailing and events venue continues to work to optimise their long-term business model including the development of

camping and camper van/motorhome facilities (Aires).

They host several national and international events each year focused predominantly on dinghy sailing classes. There is an opportunity to extend that offer into keelboat and yacht racing, which is already active in Pwllheli. They also host numerous local community groups and clubs from the main venue and the Old Club House.

The recently constructed £2.8m RNLI station which houses a new Shannon Class lifeboat with tracked launcher and an inshore rescue RIB sits adjacent to Plas Heli.

The area has current and future flooding risks which will impact on how and where developments may take place. Natural Resources Wales are working on solutions to manage long term flooding risks for the Pwllheli community, side-by-side with wider environmental,

social and economic benefits. The scheme is still in development with recent extensive public consultations having taken place. The Council is a key stakeholder in the scheme.

The harbour silts up whilst the council does maintain the entrance, the perception among cruising sailors is that the levels of access and service are compromised. This is a growing risk to the current economic benefits the marina and service industry bring to the area.

Development recently has been limited and is not coordinated in detail for the harbour areas and immediate environs.

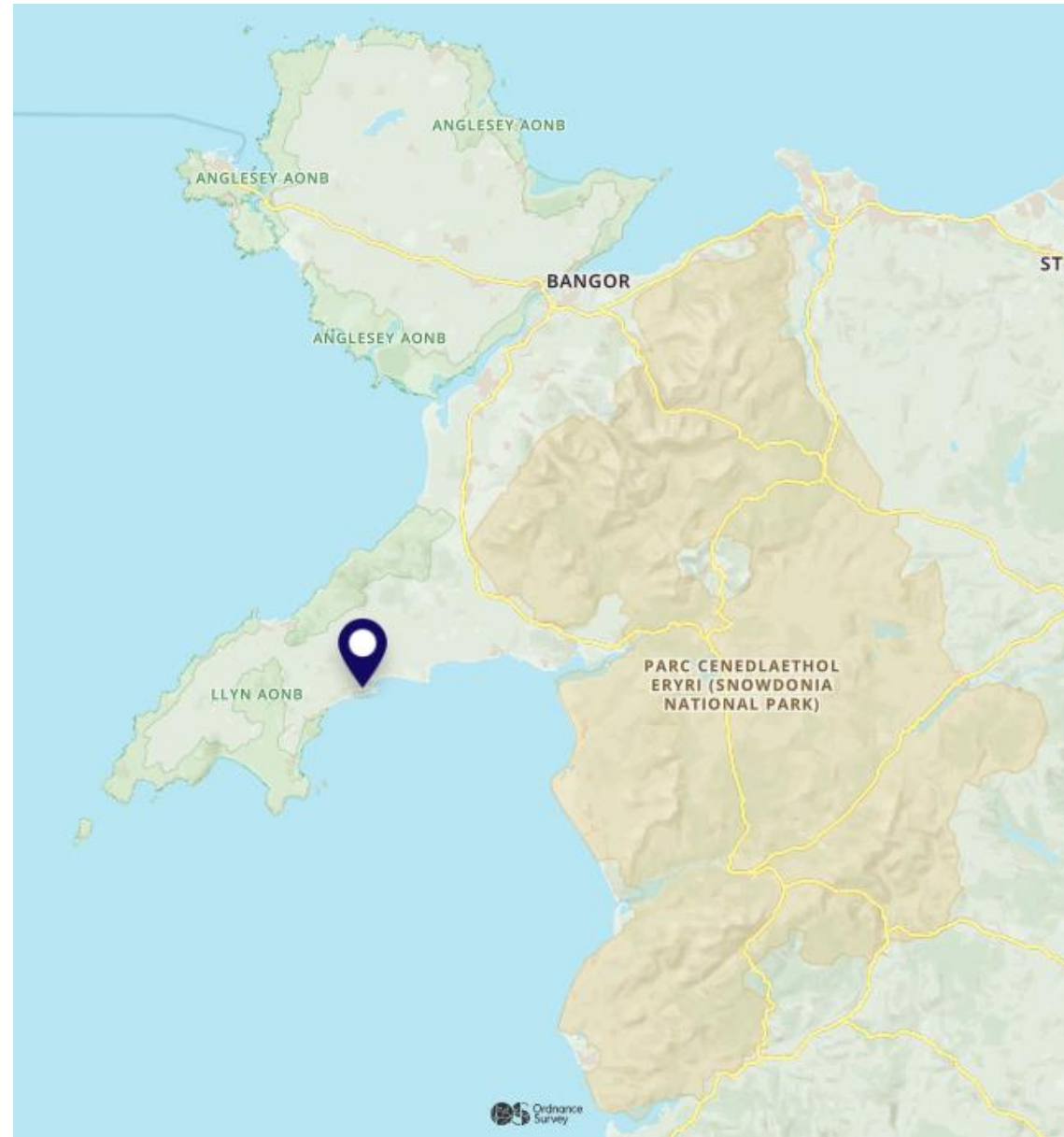
The harbour area has a light industrial feel and lends towards business use rather than recreation with very limited food and drink offerings and a sense that it is designed for use by cars and craft not people.

There is almost no provision for the night-time economy and for extended periods of time the whole area lacks life and has a very limited sense of community. Signage and the overall appearance of some areas is tired and suggests the area isn't cared for.

National walking and cycle routes pass by the harbour area but are not integrated into the areas offer.

Strong attendance and input for the various consultations shows that there is support for new development of the Harbour, the Outer Harbour, The North Quay and the Island and it is noted that there are there is a desire to see any developments not just based around attracting more tourists to stay longer but also around making Pwllheli a better place to live and work.

Map of Northwest Wales noting the location of Pwllheli. Source OS



The Strategy development process

In 2023, Gwynedd Council commissioned the development of a Long-term Strategy for the Pwllheli harbour area, aiming to reinvigorate the area and to deepen the connection between the town and community.

Developing the Strategy

The Strategy represents the outcome of a collaborative effort between the Council, communities and professional advisors. The development of the strategy was divided into several phases, outlined below.

1. Background analysis.

After extensive review of background documentation, meetings with Council and Marina staff, discussions to understand the challenges of dredging, a series of principles and outcomes were developed to frame the development of the strategy.

2. Concept development.

The initial background analysis identified a number of opportunities and constraints which, when linked to the principles and outcomes, informed early design concepts and alternatives. These were then tested with the community.

3. Community engagement and testing

The early design concepts were drawn together into four area plans covering the North Quay, Hafan and Plas Heli, the Outer harbour and the Inner harbour and Island. These were then presented to Council and marina staff, public consultation and stakeholders to get feedback on the principle and most and least desirable developments.

4. Final Strategy

A preferred strategy approach was developed based on a synthesis of the early research and in response to feedback from communities and stakeholders. The Strategy sets out a summary of the analysis, the overarching outcomes and effects sought and sets out recommendations for the proposed activity and improvements that support the ambition for the Harbour area.

Public Consultation Process

To ensure the relevance of the Strategy to the local businesses, the local community and wider stakeholders, the process was designed to include a public consultation process.

Public Meetings.

Three public meetings were held. They were open to all members of the community and were advertised on the Council's website and social media with invitations also distributed through key user and community groups. The meetings were linked to the initial exploratory and testing phases of development. The input from the first two sessions was used to refine options, validate the principles and overarching outcomes, to test the most and least desirable

activities and to gather wider comments and opinion. The final meeting shared the final stage of thought development prior to finalisation of the strategy document.

Stakeholder Engagement

Key stakeholder groups were targeted in addition to the open meetings, with specific meetings arranged for the Berth Holder's Association, businesses within the development area and local Councilors. The input from these sessions was also used to improve understanding of key priorities for each stakeholder/group, to understand wider issues, refine options, validate the principles and overarching outcomes, and to test the most and least desirable activities.

Additional Consultation.

Comments and suggestions about the content of the Strategy were invited throughout its development. An online survey was conducted following the second public meeting, to allow more consider feedback from those present and a means of engaging by those unable to attend the in person meeting. The survey was published in Welsh and English and attracted 154 responses in total. From the 154, 86 identified as local people, 63 were Hafan Pwllheli/Pwllheli Harbour berth holders, 46 service users and 32 local business owners.

Public Consultation Timeline

Strategy Public Engagement Dates:

1. Public Meeting #1 29 March 2023
2. Berth Holder's meeting #1 29 March 2023
3. Business' meeting #1 29 March 2023
4. Business drop-ins #1 30 March 2023

5. Public Meeting #2 12 Oct 2023
6. Berth Holder's meeting #2 12 Oct 2023
7. Business' meeting #2 12 Oct 2023
8. Councillor's meeting #1 12 Oct 2023
9. Public Drop in #3 6 Dec 2023
10. Councillor's meeting #2 7 Dec 2023

Key reference materials

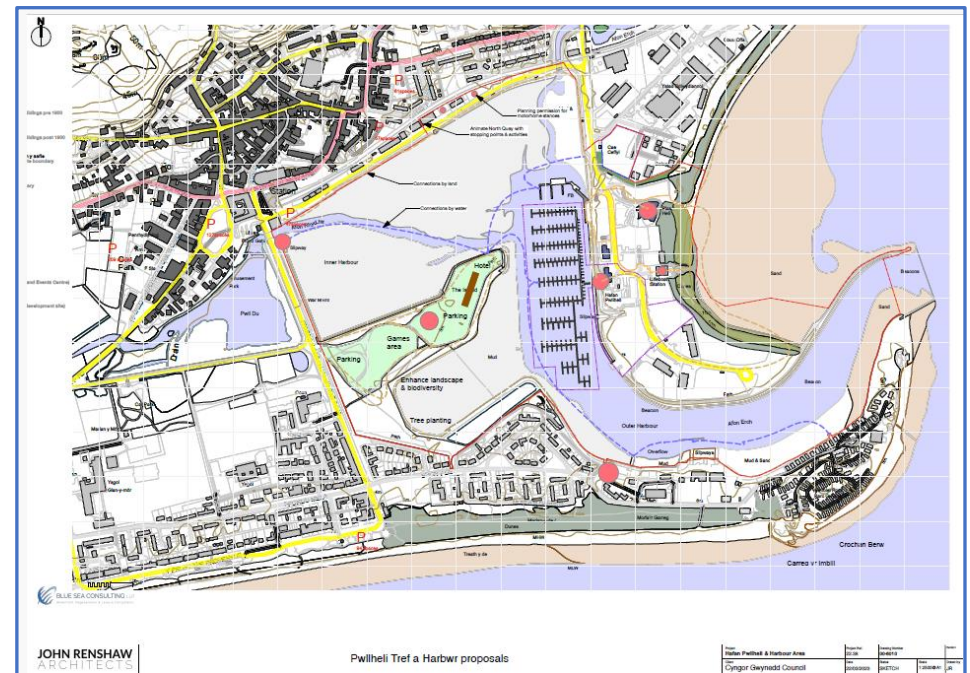
- Gwynedd and Eryri 2035 – Sustainable Visitor Economy Plan
- Briefing Note on the Visitor Economy in Gwynedd and Eryri
- Our Area 2035, Results of the Public Engagement Exercise, 2022
- Stage 1 results: The responses of Town/Community Councils, groups and organisations in Pwllheli Catchment Area

- Gwynedd Council's Housing Action Plan 2020/21 – 2026/27
- Pwllheli Harbour maintenance dredging strategy – update report, 2016
- Hafan Pwllheli – long term management model – Options report, 2013
- Welsh National Sailing Academy and Events

Centre, Stage 1 preparation of concepts and proposals 2008

- Marina Economic Impact Study, 2002
- Berth Holder's Customer satisfaction survey 2023

Initial Proposals for first consultation – JR Architects – Mar 2023



Background Analysis



Extract of OS 1:25,000 map sheet SH. OS Paper Map Copying License No: 100064783

The Marina

The Marina is the principal development in the harbour area, with over 400 boats berthed at pontoons and considerable shoreside operations. The critical mass of recreational craft, deep waters and proximity to other popular recreational boating areas has seen a notable boat service industry emerge alongside the marina.

Development

The marina is a successful operation and plays a substantial role in the economy, the life of Pwllheli and also in building an image for town.

The Council led project sought to develop a marina and service offer in parallel to maximising the economic benefit and employment opportunities for the area.

The first phase saw the development of a 250-boat marina, with further phases of development taking that total to over 400.

Residential development was avoided in favour of creating a comprehensive service led marina which would lead to higher employment numbers in the long term.

The policy has been successful in that the marina now supports

over 400 boats on the hard (for storage and park & launch) and at least 18 commercial and leisure marine service and support businesses.

In addition to the leisure activities a limited number of commercial craft operate from the harbour and are serviced in the yards. The marine support businesses are focused around the Glandon with another concentration on the southern peninsula in the Outer Harbour.

The quality of the service businesses is recognised by the wider area's consumers and a number of boats in the Abersoch and neighbouring moorings and marinas are serviced by Pwllheli based marine businesses.

Current Offer

The marina is well run and maintained, however, being more than 30yrs old it is

showing its age and presents itself in a slightly commercial and uninviting manner.

- The entrance is easily confused with that of the Glandon Industrial Estate, signage is neither welcoming, informative nor well maintained.
- The environment is dominated by roads, parking and fencing and does not reflect that of a leisure and watersports-related destination.
- The buildings are unattractive and entrances to Plas Heli, The Yacht Club and the Marina Office is not oblivious to visitors.
- Much of the car parking is of an unsurfaced nature and often potholed.
- Wider ground maintenance is of a minimum standard

and would benefit from a joint private and public sector approach to maintaining the site to the benefit of all.

The marina market, worldwide, is under pressure to provide ever better standards and levels of service, improved environmental efficiency and improved activity and leisure offers.

The current offer is falling short of market expectations and is set to fall even further behind in the absence of remedial and development activity.

Pontoons and Piles

The Hafan Pwllheli marina was constructed more than 30yrs ago and as such is coming to a point where the pontoons and piles could be reaching the end of their effective life. Renewal is likely to be required.

A typical design life for pontoons in the 1990's was 25/30yrs with piles generally being designed to 30/50 year design life. The materials used at the time of construction were less robust than many current systems where pontoon design lives often exceed more than 35yrs.

The marina team have done an excellent job of maintaining the current pontoon and pile infrastructure, but it is important that inspections, below the surface, are carried out as the pontoons reach and exceed their design life. This was

highlighted recently when the Hafan's fuel jetty was lifted out for replacement.

To assess the overall asset condition, pontoon and piling surveys and associated reports are required as a matter of urgency. The findings should be

used to inform a programme of phased replacement together with a funding plan.



Images of the pontoons highlight the likely degradation of the fuel jetty when recently removed. Image source: Blue Sea Consulting LLP 2023

Dredging

The harbour area silts up. Over time this diminishes the offer and reputation of the harbour as a full-service marina and port and safe haven. The approach to dredging the harbour has been inconsistent and currently the harbour is not sufficiently dredged to cater for deeper draft yachts. The risk to the marina, businesses and reputation is already evident and will continue to grow. Left unaddressed, the viability of the marina and linked services are put in jeopardy.

Normally marina and entrance channels are designed around 3.5m below Chart Datum (CD) for an average cruising yacht of circa 1.8m draft. This is based around the average draft plus and an allowance for sedimentation over time of circa 0.5-0.75m.

Currently the aim is to meet a maintained channel of 0.6m at Lowest Astronomical Tide (LAT) giving a navigational window for a 1.8m yacht of about 4 hours either side of High Water.

To achieve 3.5m below CD, with a channel width of 30 would require the removal of removal ~ 20,000m³ per Anum. This requires long term

solutions for the disposal of spoil.

During consultation the marine trade, boaters and local residents all highlighted the fundamental need to dredge the harbour and to keep it dredged; pointing out that failure to do so puts the harbour operations and marina's future in peril.

The harbour naturally silts up and has required regular, and fairly extensive, dredging. High costs and the difficulty in disposing of the arisings has meant maintenance dredging to the required level has not taken place and a large capital dredge is now required.

The recently updated comments on 2016 Dredging Strategy Report notes that:

- The marina is silting up continuously at the estimated rate of 12,000m³ per anum.
- If the working depth for the marina and entrance of 3.5m at LWS (CD) is to be achieved over 4/5 yrs the aim should be to remove 20,000m³ per Anum
- A regular dredging regime (more regular than the current 5yr ambition) should be established (and funded) to maintain the working depth.

The report suggests a number of options for removing spoil and arisings and also for their re-use.

The volumes in the report do not include any additional dredging suggested later in the strategy around the Inner harbour.

In the past a large amount of the arisings have been used to reclaim land within the harbour area, there could be options to further raise land but also to reclaim larger areas, none of this type of activity can be considered as a long term solution although they could be integrated into a long term plan.

Addressing the long-term requirement is an area of ongoing work for the Council and key partners.

Flooding

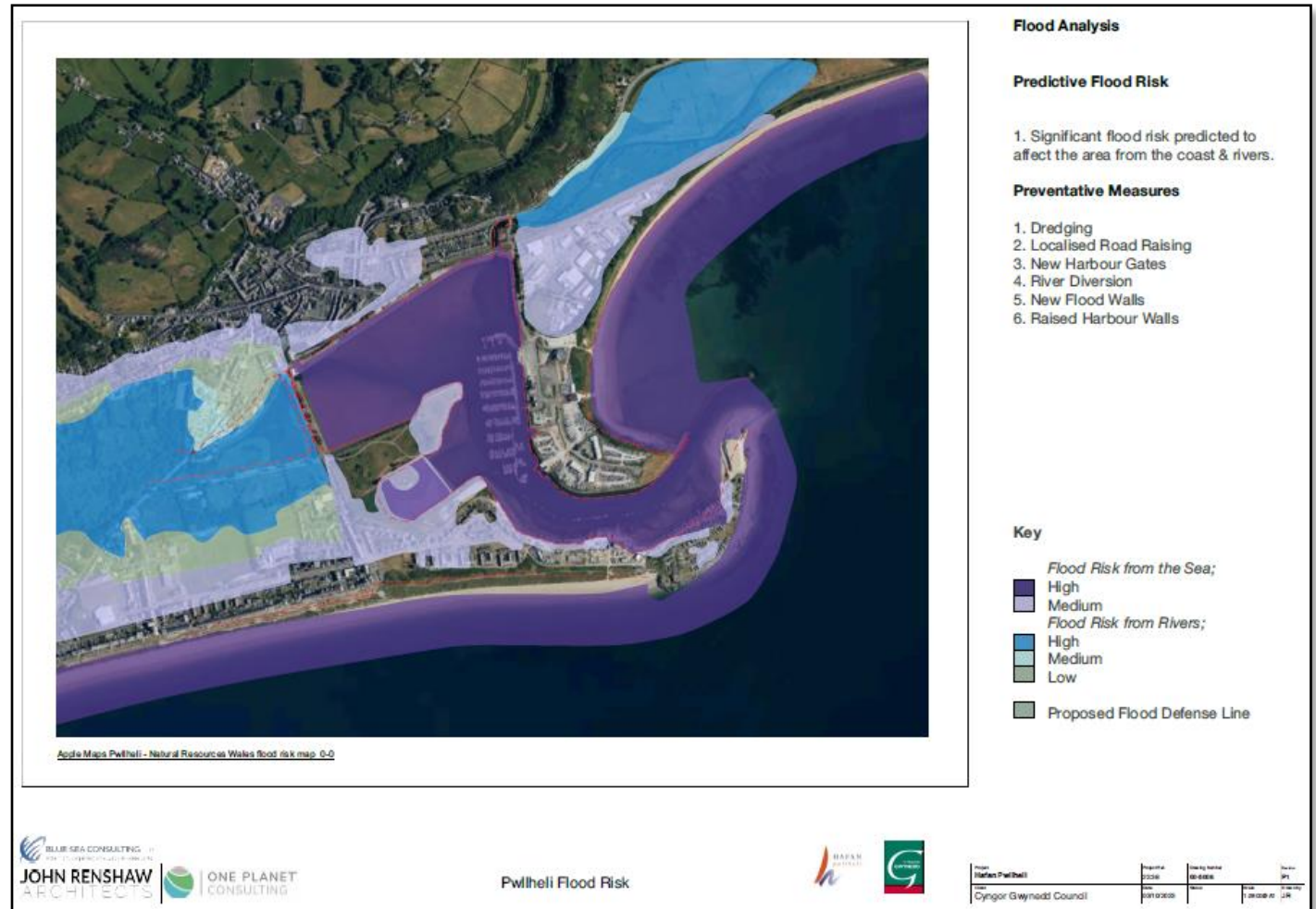
The risk of flooding in the area is a considerable constraint; development will not progress prior to a plan being agreed.

The risk of flooding from the sea or from rivers is a notable constraint in the area and will limit development whilst the risks remain unresolved. The adjacent map provides a high-level summary of the risks posed to the area.

There is considerable work being undertaken to explore options to mitigate the risks posed by flooding. Natural Resources Wales are working on solutions to manage long term flooding risks for the Pwllheli community, side-by-side with wider environmental, social and economic benefits. The scheme is still in development with recent extensive public consultations having taken place. The Council is a key stakeholder in the scheme.

This work also offers an opportunity to draw on different investment sources to improve the harbour area as with early coordination some of the measures adopted can be tuned to secure wider benefits to this strategy too.

Natural Resources Wales Flood risk map



Observations and implications

In exploring and understanding the background and context of Pwllheli harbour development we made several observations which have a bearing on the strategic approach to be adopted, offering an opportunity, constraint or signaling the need for deeper specialist investigation.

Observation	Implication		
<p>Regionally (Nationally) significant marine service offering.</p> <p>The harbour area has one of the best marine service offerings outside of the south coast of England and is busy. It could be argued that elements require updating or improving to ensure it retains its place in a very competitive market.</p>	<p>It is a notable regional asset and an important platform to reinforce and develop.</p> <p>It would benefit from additional support to fully capitalise on this considerable strength including:</p> <ul style="list-style-type: none"> Targeted infrastructure development to unlock new or extended markets (i.e. stacked launching facilities, faster turnaround in launching) Considering the pipeline of employment and the wider issues to support living and working in the area. 	<p>Limited offer to young people and the wider community. Plas Heli's principal focus is on visiting major events. It does host a series of clubs which do offer some services to defined communities. These do not, however, cater to the wider community and are all behind the barrier of membership.</p> <p>The wider site's principal focus is to targeted customer segments with little to no provision for the wider community or drop-in services (i.e. café or playground etc.)</p>	<p>education at different levels. Important to plan for developing a competent & qualified workforce to replace and ageing demographic and to support future developments.</p> <p>The development of the wider offer to young people and the community would increase the connection between the harbour area and the wider town and community. In so doing it would:</p> <ul style="list-style-type: none"> Raise awareness of the opportunities in the area (link to workforce development) Improve service provision to the wider community (link to wider social and health benefits) and Create new access routes to lifelong sport and recreation (through entry level water-based activity)
<p>Limited integration with education (and young people). The site has very limited evidence of physical (i.e. footprint) or operational (i.e. activities) links to schools HE or FE and there is no skills centre of excellence or on-site training offering.</p>	<p>Whilst there are some links with education they are dwarfed by the size of the opportunity/ potential the marine service and wider harbour area offers to young people and employment.</p> <p>Deeper integration with school and college activity to nurture engagement with these potential future jobs is essential – this can be achieved through a combination of physical (i.e. co-location) and service led offers to link the site with</p>		<p>A community watersports hub would be an effective mechanism to realise many of these benefits and could build immediately on much of the infrastructure and key partners already in place.</p> <p>Thoughtful wider planning of the spaces would also compliment this area of development (child safe</p>

	areas/play parks/wet weather options etc.)
Buildings lack presence and identity. Neither the Marina Reception or Sailing Club Building look welcoming and would benefit from changes to layout to optimise the visitor experience.	The site master plan needs to provide for re-building or adjusting the buildings to better connect with the customer on arrival from land and see. A cluster of buildings would ideally be more welcoming and also present more chances for commercial and operational cross-fertilisation.
Separation from the town. The town and harbour area – whilst linked by harbour edge path – feel and function as entirely separate entities. For any food and drink offering in the harbour area to succeed it will need notable footfall from the wider community/tourism offering.	An integrated view of service provision could enhance both areas (see also comments above) this could focus on: <ul style="list-style-type: none"> • Increasing footfall from town in harbour area and vice versa. • Reducing time/effort to make the link – land train, ferry, or road train route. • Link town and harbour offer – park and ride and/or artisan market offerings in the harbour areas. • Develop a promenade from the town to the marina along the harborside utilising viewpoints, information points and possibly season pop-up food service. • Link the town and harbour area visually through increased activity in the inner harbour area (links to community sport hub concept above). • Bring the town and harbour closer together through the development of the “island” area

	utilising “town” space that is much physically closer to the harbour area and visually developing a continuum between the two areas.
The lack of short-stay accommodation. The whole area has a shortage of hotel accommodation, which restricts the appeal of staying in Pwllheli, complicates the management of large events and reduces the dwell time of visitors. All leading to a loss of income for the area. There are some limited camping and motorhome (Aires) provision through Plas Heli on site (but are currently event focused) and rudimentary.	Increasing the provision of short-stay options across different markets can help to realise more benefit from major events, and to greatly increase dwell time and visitor spend across the area. Increasing the number of overnight stays would also support the development of a wider night-time economic offer (mostly through food and drink). Options to do this include: <ul style="list-style-type: none"> • Development of a hotel(s) • Extending and improving the camping and aires provision and integration to national walk and ride routes • Public toilets and showering Change operational approach of marina to increase short stay options (use of vacated berths for visitors etc.)
There is also limited access to toilet facilities. Lack of visitor/short stay berthing. Complicated by the dredging, the lack of visitor and short stay berthing limits the appeal of Pwllheli as a destination and reduces dwell time (many of the park and launch users would stay an extra day if they had access to an overnight berth) and therefore spend.	
No housing – lack of local (affordable) housing limiting support to workers/employees.	Perpetuating the sense of “other” the absence of housing and (see above) short term accommodation means the whole area “stops” at night, reducing connections, the sense of place and the development of a

	community and limiting addition activity or spend.
No nighttime economy – there is little or no offering in the harbour in the evenings to extend dwell and/or to engender a sense of place.	Links to options noted above – integrated development of additional overnight capacity should be linked to night-time economy offerings to maximise customer experience, dwell time, visitor spend and to support the local economy.
Limited overall sense of place and loss of social capital. The whole area feels quiet and lacks animation, with the key visual centre point (the harbour) almost entirely devoid of activity or interest.	Failure to create physical and perceived links between the town and the marina will continue to see a divided community and a loss of additional commercial/ tourism opportunities and a failure to deliver the optimise the visitor experience.
Isolation of offerings. The current experience of the harbour area is of a series of disconnected and separate offerings, with little or no cohesion and numerous barriers to lines of sight and visual & physical connection. Bias to cars. The current experience – whilst having several footpaths – encourages the use of a car for even very small trips. Indeed, to illustrate the point, the pedestrian entrance to	The site master plan needs revision to: <ul style="list-style-type: none"> • improve connection and flow between experiences and areas of the site. • Reduce reliance on the car and improve navigation and use by foot and by bike. • To increase footfall to key sites (including Plas Heli's

the RNLI has no pavement running up to it!	café and the RNLI visitor centre). <ul style="list-style-type: none"> • Increase dwell time (use of viewpoints, play areas etc.) • To increase discretionary/additional spend (cafés and other services) • Better integrate national walking and cycling routes • To improve sight lines and visual connection within and out with the site.
Fragmentation of experience – lack of “stickiness”. The whole experience of the harbour area is functional and discrete, but experiences and services are not linked and do not encourage dwell time or additional spending. In addition, there is little/no offering to support storm bound (or wet weather alternatives) for visitors to the harbour. Again, reducing dwell time and stickiness as well as diminishing the overall visitor proposition (and brand/reputation of the town/harbour). This also extends to the walk and cycle ways that pass through the area – none of which are highlighted or connected to any experience.	Improve the arrival point of both Hafan Pwllheli and Plas Heli. Neither currently appear welcoming and indeed it is difficult to find key points of entry.

Economic Benefit

A short analysis of previous economic reports was carried out by EKOS Ltd, who are specialists in economic and social benefits research. Further research into the likely effects of the development and regeneration suggested by the Harbour Strategic Plan should be conducted to inform the economic value and the decision making process of each element of the strategic plan.

Current

Based on updating previously available statistics and values drawn from more detailed studies conducted in Scotland by EKOS, an independent company with a background in economic, social and services research (ref- Economic Value of Boating Tourism in Scotland – a National Study- 2023) the report – at annex 6 - concludes that:

Hafan Pwllheli Marina is estimated to generate the following (annual) net benefit for the regional economy:

- Expenditure (turnover) - £3m – £5m.
- Gross Value Added (GVA) - £1m - £2m.
- Jobs – 50 - 70 FTEs.

Over a longer appraisal period (25 years), the discounted impact is estimated at:

- Expenditure (turnover) - £59m - £88m.
- GVA - £21m - £32m.

EKOS further note that:

- The average GVA per employee supported because of the marina is estimated at c. £25,600, compared to the average in North Wales of c.£23,600 (2018 ONS data updated to 2023).
- The wider sector offers year-round employment opportunities across a broad range of sectors including the visitor economy (accommodation, food and drink, retail, cultural

activities), engineering, boat repair, and marina operations. The claimant count rate in North Wales is in-line with the national average (3.3%).

These figures exclude events, regattas and similar activities and the catalytic effects they can have on regeneration for an area.

As the Economic Summary uses previous data as a baseline the positive effects waterfront developments have on retaining current investment and promoting further investments and their positive benefits on physical and mental health benefits have not been included.

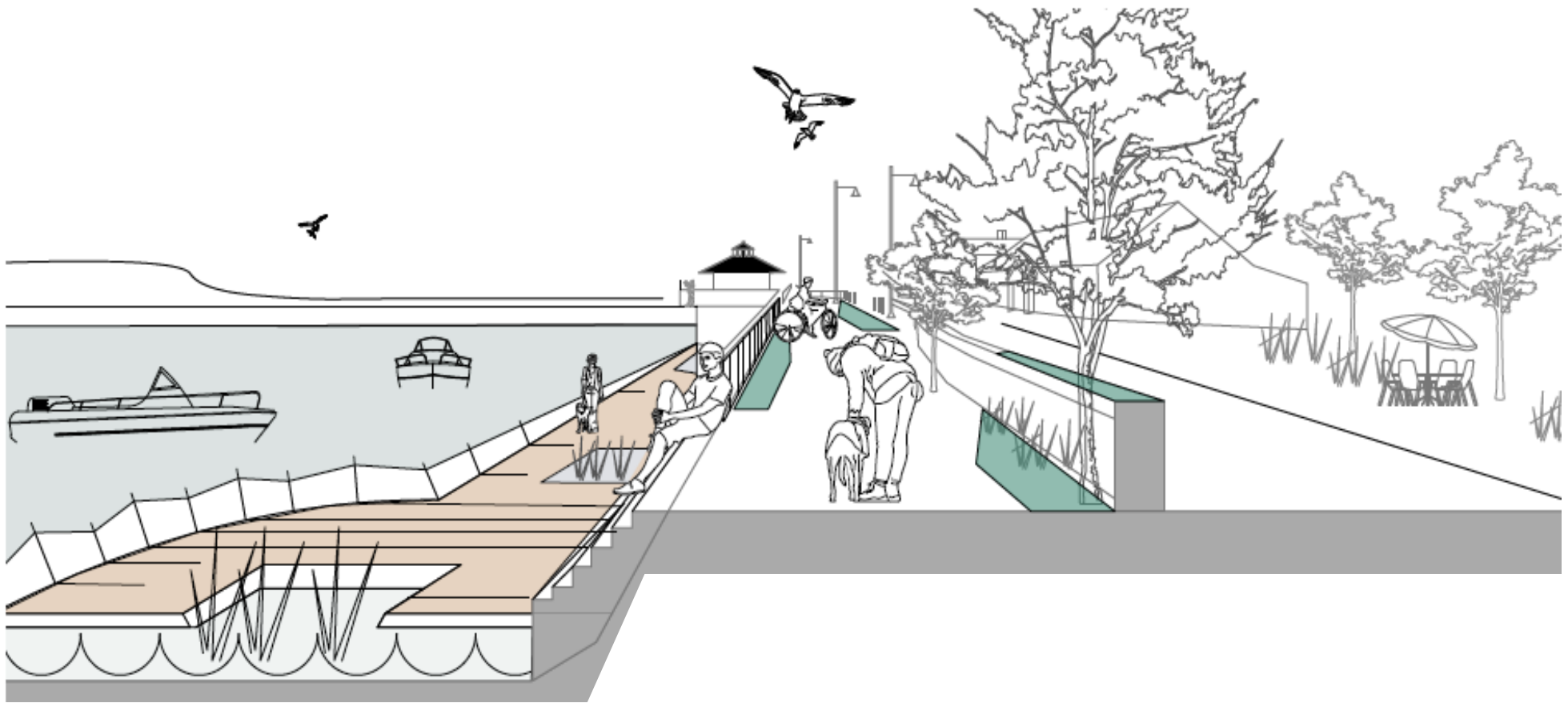
Future

The visitor economy remains robust and the emerging trends that are driving growth – authentic experiences, environment and sustainability, adventure – are aligned strongly to Pwllheli Harbours' offer. Further development can tap into these positive trends and is likely to increase the economic impact of the harbour area for the local and regional communities further.

Further modelling will be required to quantify the potential impacts.

It is important to note that significant risks are posed to the current economic and other benefits for the area. Without prompt action to address these risks the current benefit will diminish and ultimately be lost.

Strategic Outcomes



Above: an impression of future development of the North Quay area with a focus on active travel and movement of people between the areas. JR Architects

Foundation Stones

Our background analysis of the site and engagement with stakeholders has highlighted several key areas of activity which are necessary foundation stones for successful strategic development.

Dredging

For the harbour to function effectively, to have the confidence of resident boaters and visitors alike, it needs to be maintained at the stated depth(s). The current state of dredging is undermining confidence in the harbour and its credibility as a “destination” for longer dwell time visitors.

A long-term dredging strategy is essential to underpin the ongoing appeal and marine tourism development potential of the area.

Furthermore, effective and long-term planning for the use of the spoil could link to more enduring coastal zone erosion management plans and targeted additional dredging work could unlock several other activities in the harbour area.

Pontoons and piles

The marina has been maintained to a very high standard however, the pontoons are beyond their original design life and a rolling replacement programme is necessary to secure the long-term service offering.

An inspection of the piles is also recommended to assess their remaining life span, as potential failure is not always apparent at, or near, the surface.

Maintenance of this asset is essential to secure the core business base of the operation and cornerstone of wider activity and development in the area.

Long term investment

The Marina sector is continuously developing and ongoing investment is required to ensure that Hafan Pwllheli competes at a local and regional level.

A long-term capital investment and reinvestment to the marina and wider environs is essential to underpin development and growth.

In the first instance the asset must be supported through maintenance and assurance of the core offer (dredging/marina infrastructure), subsequently rolling investment in capital will also support the continual development of the customer offer and improve agility in the development of future services.

The current model has now created a cliff-edge life cycle renewal cost, which stifles product development and is undermining business and customer confidence.

Coordinated Decision-making

There are several concurrent processes taking place in the Harbour area and environs. Hitherto, these processes have often operated in isolation which has led to a divergence of decision making and a lack of clarity of intent for the area.

It is essential that all decisions and activities by public, private and community actors are coordinated in pursuit of a common ambition. This will break the current inertia and see systematic progress unlocked.

Specifically, this must include coordination between marina and town plans as well as with the flooding and dredging studies and work being undertaken.

Ambition

The community's ambition is for Pwllheli Harbour to be a more deeply integrated part of the town and community, for development to be rooted in the culture, heritage and language of the area, to secure and extend the current benefits for the economy, environment & community and to unlock development that benefits visitors and residents alike.

Part of the strategic process has been to clarify the ambition of the communities for Pwllheli Harbour.

They have highlighted the following key elements that characterize the ambition for the area.

Authentic – for development to be in keeping with the area and region and to be rooted in the culture, nature, heritage and language of the area.

Animation and activity – for development to challenge the soulless industrial estate experience by bringing the area to life, to nurture a clear sense of purpose in the area and engender a deep sense of place.

Break the inertia – to stop the steady decline of the harbour and town, breaking through the current inertia and establishing momentum towards unlocking the huge potential the area has.

Businesses – for development to support businesses, making space for the private sector to flourish and for quality, long term jobs to be established.

Community-centric – for development to draw the community closer, to link the town and the harbour together and to see the development of services that benefit the community as well as visitors.

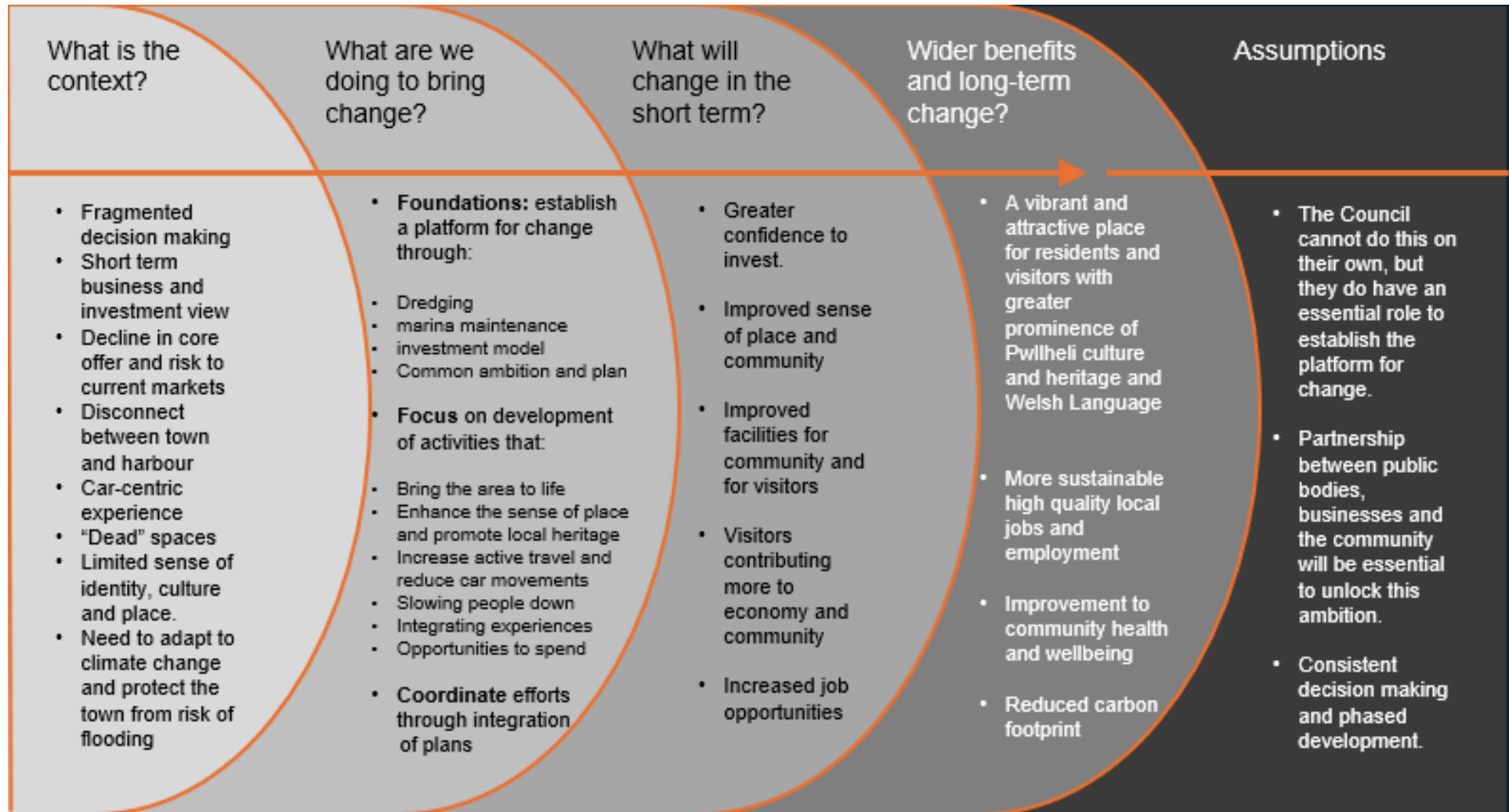
Destination of choice – to see the harbour and town become a

destination of choice rather than a stop for provisions or to be avoided.

Environmentally sensitive – for development to work with the natural environment, highlighting key attributes and supporting the transition towards a low carbon and nature positive economy.

Theory of Change

The theory of change illustrates how the different activities build towards the desired effects and achievement of the long-term change.



Effects based and spatial planning.

Five key effects have been identified with the community to focus development that will unlock the ambition and address the implications and opportunities noted through the analysis and engagement processes. The effects can be achieved in numerous ways and will be most effective in specific areas of the harbour area.

The five effects

Bring the area to life (Animate)

Key areas need to be brought to life, to engender a sense of place and to inspire engagement with other people, the activities and careers of the harbour area.

Get out of the car or boat (Modal shift)

The approach needs to encourage people to get out of their cars and boats and to engage with the deeper offering

of the area. Key shifts will be from car to foot

Connect and Move

The experiences in the harbour area and the harbour and town need to be more effectively and efficiently connected and people encouraged to link experience to experience.

Slow down, take your time. (Dwell)

The strategy needs to inspire and encourage more people to spend more time engaging in experiences during the day and

into the evening and night. This will encourage a deeper connection to the area, a greater sense of place and community and make it more likely that they will contribute.

A Vibrant destination

The plan needs to create more spaces and places that support living, growing up and working in the harbour and town.

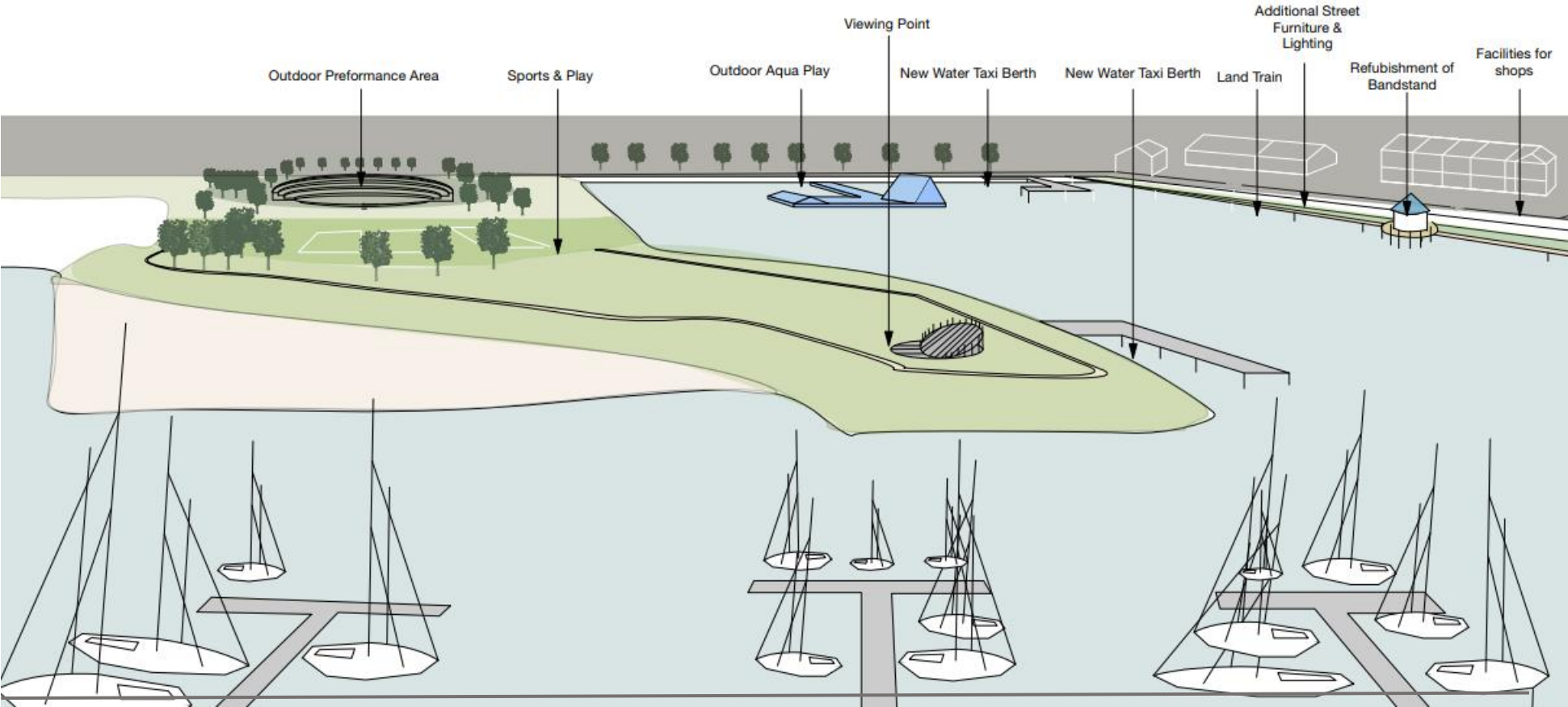
The right development in the right place

These effects (or outcomes) can be achieved in several ways.

Working with the community the most desirable developments have been identified and where these should take place.

These are explored in the following sections and have been split into four areas: The North Quay, The Hafan and Plas Heli, The Outer Harbour and the Inner Harbour and Island. The marina development has also been covered separately.

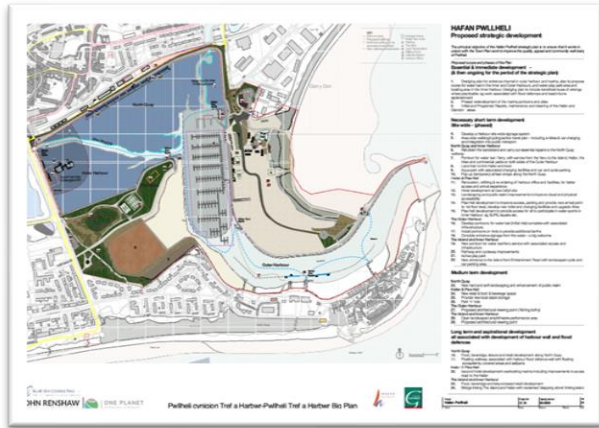
Development Areas



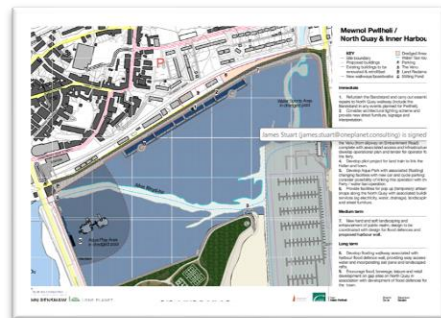
An impression of future development of the Harbour looking West towards the town from the marina. JR Architects

Overview of development

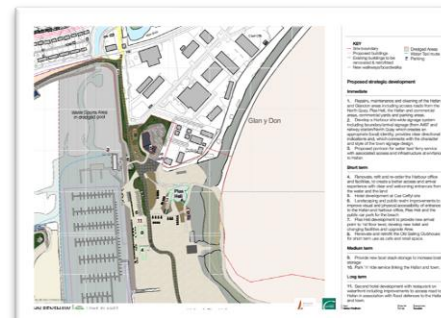
Annexes 1 to 5 provide detailed illustrations of development activities proposed across the whole harbour area.



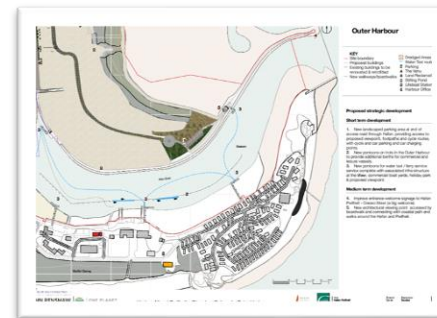
Annex 1 – Whole area plan



Annex 2 – North Quay



Annex 3 – Hafan and Plas Heli



Annex 4 – Outer Harbour



Annex 5 – Inner Harbour and Island

North Quay

The North Quay has an important role to play in connecting the town and Glandon by encouraging walking, cycling and vehicular transport to coexist in a narrow corridor.



Image Source; Blue Sea Consulting LLP

Current

North Quay is a mix of sites and buildings, some linked with leisure, food & beverage and tourism whilst others are purely commercial or vacant. In terms of quality and destination development this area is not attractive and utilitarian in appearance.

The development of the North Quay is constrained by the railway to the north, the harbour to south and the need to function as a key transport route for the town,

including the transit of heavy and large vehicles.

Further, access to the quay by water is restricted by siltation.

Early indications are that flooding considerations will place restrictions on development in the key strategic corridor until the flood defences have been planned and installed.

Future

The movement of people between the town and the harbour needs to be a key

focus to forge an improved link between the two areas.

Public realm improvements including seating, lighting, shelters, interpretive signage will all help to develop a sense of place and provide a consistent visual identity.

Improved experiences for walking and cycling need to be developed to encourage movement between the two areas and in the longer term park and ride options enhanced to increase the capacity of the town and to connect the uses of the areas.

The ferry link and a land train can also play an important part in the movement of visitors between the town and Glandon to ensure that any visitor experience is both convenient and enjoyable and impacts positively on the whole of Pwllheli.

The link between the two can be further enhanced through the integration of relevant experiences including artisan shopping, spaces for pop up experiences and performances and by linking the quay to the water.

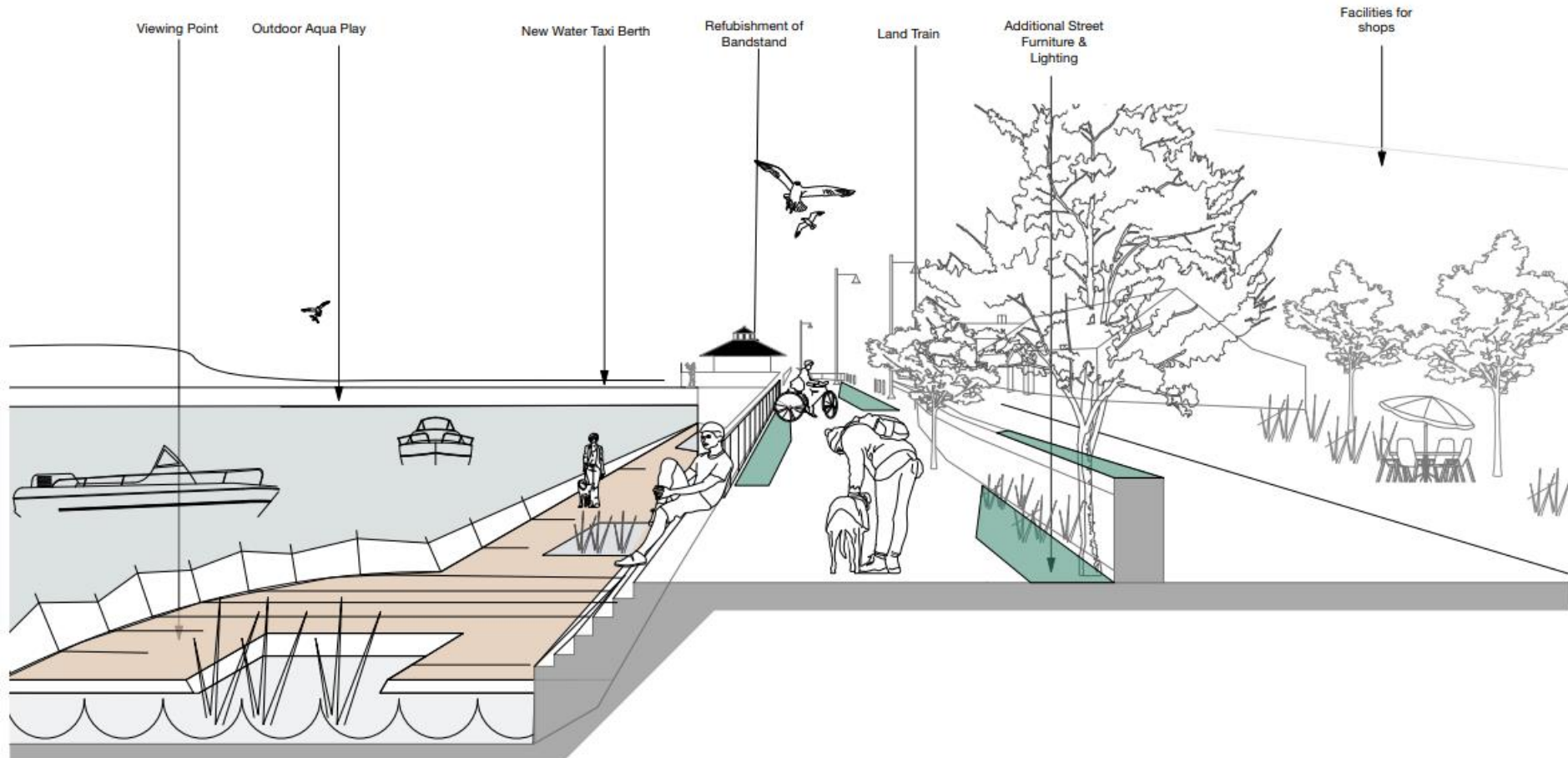
In the short term this connection can be enhanced

visually through development of activities on the water (with dredging) including a water park and entry level water sport activities including Stand Up

Paddleboarding, kayaking and dinghy sailing. In the longer term this experience can be extended and further integrated with nature through the use of a

floating board walk with reed beds and other habitats. This can be linked to flood defence project development.

Below: An impression of future use of the North Quay – JR Architects



Hafan Pwllheli and Plas Heli

Experiences on the Hafan and at Plas Heli can become the beating heart of the harbour area and extend and compliment the offer of the town for local communities and visitors alike.



Hafan Pwllheli

Current

The Hafan has a light industrial feel and is most suited to access by car.

The landscaping creates blocks and limits sightlines, separating experiences and severing the connection with the coast and harbour area.

The signage is inconsistent and tired. Walking routes are present but – aside from the view of the water – are

monotonous and do not amplify the links to the rich culture and natural heritage of the area.

Some of the buildings are in need of repair and renovation, further diminishing the experience and adding to the sense that the area isn't cared for and is not one for visitors to spend time in.

There are very few experiences of food, drink or activities that would encourage visits to be extended or to nurture a night-time economy.

Future

The welcome and connection to the area needs to be reimagined, removing blocks to sight lines and making the experience of walking and active travel a priority.

Interpretation signage and viewpoints should be integrated into the development to improve connection to the natural environment and to deepen the links to the rich culture and language of the area.

Development of experiences that augment current uses including food, drink, overnight accommodation and retail should also be a focus adding to the visitor attraction, supporting job creation and developing a night time economy.

Plas Heli

Current

Plas Heli is one of the most capable championship venues for sailing and windsurfing in the UK and has been optimised for this purpose.

There were several compromises through the design and build process which still need to be addressed including sight lines, entrance points and the relationship of the building to the rest of the Hafan.

There remain some constraints on the operation, including the need for improved toilet and washing facilities and the need for greater levels of on-site accommodation for visiting officials and competitors.

The Old club house – on one of the most desirable locations in the Hafan - is in need of further redevelopment to improve the relationship with the other marina building, address the dilapidated appearance and to extend the offer to visiting sailors and their families.

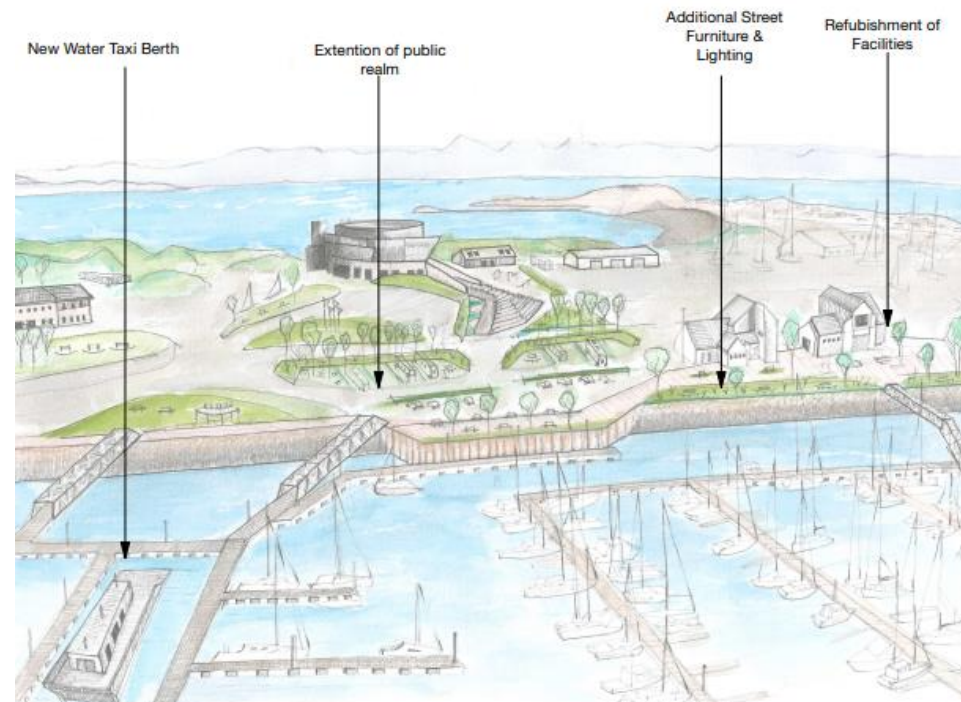
The boat park and camper van (aires) areas have an industrial and functional feel which limits

the appeal for visitors that are not part of an event.

The centre hosts several local clubs (sailing etc.) but there is not a regular provision of entry level activities (community watersports hub for example) which the facilities could support.

Future

Several areas of development are already progressing including a new toilet and wash block and redevelopment of the old club house.



An impression of future development on the Hafan and at Plas Heli with a new entrance linking Plas Heli's 1st floor more directly to the marina –

JR Architects

This development would ideally be linked to others that improve the relationship of the building to the wider experience of the Hafan, including addressing the mounds of earth and reimagining the entrance to the facility to enhance the feeling that the building is there for the wider community.

Further development of the camping and camper van provision is also desirable to allow this capability to support the wider visitor economy by increasing non-event footfall and to improve the rather industrial experience currently offered.

In the longer term the site currently occupied by the Old Club House could be revisited to capitalise on the prime location through the provision of quality accommodation experience with linked mixed food and retail development.

Outer Harbour

The Outer Harbour has a number of well established businesses and residencies. Enhanced links to the marina and town can act as a catalyst to this areas development and enhance the wider visitor and community experience.



Current

The area referred to as the Outer Harbour is located on the peninsula to the south of the harbour and accessed via the Cobb and through a dense development of residential housing and from there on past a variety of traditional marine and leisure related businesses out the Gimblet Rock Holiday Park

Its identity and appearance is very different to that of the Glandon area and in the

commercial areas is somewhat untidy due to the older nature of the businesses and the fenced yards that abound tightly with the road.

Future

Enhancing the connection between this area, the town and marina through walkways, cycle paths and the proposed passenger ferry will act as a catalyst to wider development.

The improved connectivity would open up the Outer

Harbour to more trade and visits and allow businesses to gain from the higher visitor and business densities on the Glandon.

Adding more pontoons to the existing mid-channel piled moorings would serve to give better quality and more low-cost pontoon berths for visitors, locally owned boats and commercial boat operators. It would also go some way to addressing the previous removal of local moorings and piles that attracted criticism from several consultees.

This installation would be a relatively straight forward and would increase the level of trade for the existing yards by adding c.50% more berths than is possible using the current bow and stern moorings.

In the longer term a footpath and cycle way should be developed from the Island Site on the Inner Harbour to the Gimblet Rock Holiday Park linking the area and creating a more pleasant route to the Gimblet Rock and headland from the town centre.

Inner Harbour and Island

Once a hive of activity this area has lost its sparkle, thoughtful development can reinvigorate the area building forging a new connection to the water, nurturing links to nature and deepening the relationship between the town, the Hafan and the outer harbour.

Current

The island and inner harbour are quiet areas, aside from frequent use by dog walkers. This lack of activity promotes the sense of distance and separation from the town and other harbour activities.

Public realm developments are limited and the mixed uses – including dewatering areas of dredging arisings give a feeling of post-industrial decline.

The silting of the harbour has seen a steady decline in the use of the waters and access to it has gradually been reduced over the years, with the contemporary experience

restricting rather than promoting access.

Future

Of all the areas this has the greatest diversity of views for future development with a general split between being left for nature or being developed to be more fully integrated into the town and the marina offering.

These diversities can be reconciled with the island area playing a pivotal role in the reinvigoration of the harbour and in forging a new connection to the town and outer harbour whilst not diminishing the connection to and space for nature to flourish.

In the short-term reinvigoration can be achieved through development of water-park activities on the waters between the town and the island. Creating an immediate visual link and offering a new business opportunity as well as a service that can benefit the community and visitors alike.

Linking development of the public realm with the wider area will give the whole area a common sense of identity and bind the area together.

Development of community play and leisure facilities on the island will give the area a clear sense of purpose and enhance the connection between the town and outer areas as well as

nurturing the connection to nature.

A water taxi development will offer another direct connection between the outer areas and the center of town as well as offering a quick commuting route between business sites.

In the longer-term careful development of the part of the island area nearest to the marina can connect the area further and can will be taken even further through the development of a pedestrian bridge linking to the Hafan and creating several new circular travel and connection routes.

The Marina Redevelopment Process

The redevelopment of the Marina is key to increasing the appeal of the Harbour area. The process of refitting and upgrading is not without its challenges and will require careful planning to keep the marina in operation and the marine businesses unaffected.



Images and credit

Pontoon & Piles

Any proposed refit/ replacement programme should seek not only to renew the marina infrastructure but to embrace new technology and best environmental practices. Whilst marina refits require extensive investment and can be seen as a negative financial impact, they can also be an opportunity to increase the commercial offer and improve the market position. To make the most of the opportunity to raise the market appeal of the marina will require extensive market research and clear strategic planning to

maximise improved value for money and financial returns.

Pontoon Survey (Programmed for early 2024)

Pontoon surveys are generally conducted by a pontoon manufacturer, a marine surveyor or consulting civil engineering practice.

- Pontoon Manufacturer - will clearly have the experience to inspect pontoons but can be conflicted if they are likely to be a supplier. They are often the cheapest solution

as they have an interest in supplying pontoons.

- Marine Surveyor – whilst technically qualified in marine matters there are few who have specific marina experience.
- Consulting Civil Engineers – Those with specialist marine experience can provide high quality, independent and technical outputs and if the survey is carried out with an independent marina expert the reports can also be very practical.

Piling Survey

(should be commissioned to support the Pontoon Survey outputs)

Inspection of the condition of the external faces of a steel pile, such as the type installed in Hafan Pwllheli Marina, may not reveal the true state of any given pile. Piles can deteriorate internally, at seabed level, at the splash zone or in a combination of all of these. Should an individual pile fail the increasing loads on the neighbouring piles could double, but this can also lead

to multiple pile failures and catastrophic failure within a marina (as happened in Holyhead, when a series of mooring failures caused a well publicised catastrophic failure and huge levels of pollution as the polystyrene filled pontoon floats broke up). Whilst there are no immediate indicators of a likelihood of catastrophic failure, given the age of the infrastructure we would strongly advise having a pile survey conducted to advise future replacement and to identify any risk to the Council.

Piling surveys generally consist of visual, diving, internal photography and non-destructive testing of a selection of piles, normally 10-20% of the total number, in order to produce an overview of the likely general condition of the wider piling system. The outcome of the first report can indicate whether there are any issues that require urgent attention and, in any event, will inform the management of the likely timing of a re-piling programme. Piling inspections are carried out by specialist contractors who can be engaged directly or under a

consulting civil engineering contract.

Marina Office

Being located on the upper floor the marina office is disconnected and remote from arrivals to the marina by both land and sea. In order to create a more open and customer focussed reception, it is proposed that the offices are relocated to the ground floor in the unit currently leased, but not actively operated, by Firmhelm Ltd. The tenant has been consulted and has indicated that if the marina management were to occupy the premises they'd have no objection to vacating them. Efforts should be made to make the arrival point, by road, more attractive and finding the reception more logical.

Creating Commercial Space

If the marina operation is relocated to the ground floor the first-floor space could be let as commercial office space, offsetting to a degree the loss of rent from Firmhelm. This space would require minor refitting and redecoration which could be paid for by an incoming tenant

and reflected in an early-stage reduction in the overall lease terms.

Refit of Toilets

In the leisure sector the standard and cleanliness of toilet and shower facilities is a measure of the quality of the marina and to a degree impacts on berthing rates customers are prepared to pay. The toilets, showers and laundry are clean and very well presented but

would benefit from a refit to modernise them and bring them in line with standards offered at more modern marinas. It is anticipated that this work would coincide with the work to relocate the offices and may also include further thermal insulation, external cladding and updating of the building.

Below: impression of redeveloped marina front – JR Architects



New Courtyard incorporating Pwllheli Sailing Club, new retail, food beverage and the marina buildings.

The Waterfront at the marina should be exciting, inviting and attractive. The current cluster of marina buildings is neither welcoming nor inviting and the arrival points do not draw customers into the main entrances.

The proposals for the marina facing buildings suggest not only refits but also expansion to include an enhanced offer and social hub for the marina. This would include redevelopment of the sailing club to enhance community uses and to add a new restaurant/ café and retail opportunities based around a courtyard that links to the

redeveloped marina buildings and connects more obviously with the marina and waterfront.

In the longer term this is a prime site for a second hotel development.

The aim of the development/ redevelopment would be to add more life to the wider Glandon site, to attract more locals to enjoy the marina environment and to increase the dwell and spend of both terrestrial and marine visitors.

Yard Spaces, Dry Stack & Park and Ride

The yard areas operated by the Council are well presented, clean and tidy, but given the high number of boats on trailers, Dry Stack storage should be

adopted to release space for other development, to improve efficiency of operation and to create more capacity for a notable growth area.

The sizable tidal range will need to be accounted for but technological solutions, including a two-stage launching point already exist to address this issue and unlock much greater levels of service and efficiency.

If such a facility was also provided with pontoons for the park and launch operation not only could it launch more boats more quickly but the clients would have more protection for their boats and the service would be much improved.

It is possible that a new Dry Stack facility could be delivered by the Council and rented to a number of operators, the launch vehicle being operated, as with the hoist, by the Council. Conversely it is conceivable that the facility could be operated by a consortium of operators on the Glandon.

The construction of a Dry Stack, together with redesigning their traditional storage areas to have tighter spacing could free up land for the Council to develop a park and ride area. If the marine traders co-developed the facility it could free up land for further development by them on their respective sites.

Dry Stack Storage – various options



Strategy into reality - a timeline for development

Development of the harbour area has been debated and discussed across several decades and a degree of inertia has set in. It is essential that early and clear actions are taken to establish and maintain momentum towards the strategic outcomes established in this plan.

Essential Development

Immediate and ongoing for the period of the strategic plan:

Integration of this strategy with the Town Plan to work in unison to improve the quality, appeal and community well-being of Pwllheli)

Dredging plan for entrance channel in outer harbour and marina, also to proposed routes for water taxi in the Inner and Outer Harbours, and water play park area and boating area in the Inner Harbour. Dredging plan to include beneficial reuse of arisings where practicable: e.g. work associated with flood defences and beach/dune replenishment.

Alignment of decision making. Coordinated decision making from all areas of Council activity to recognise the ambitions of the plan, including land and

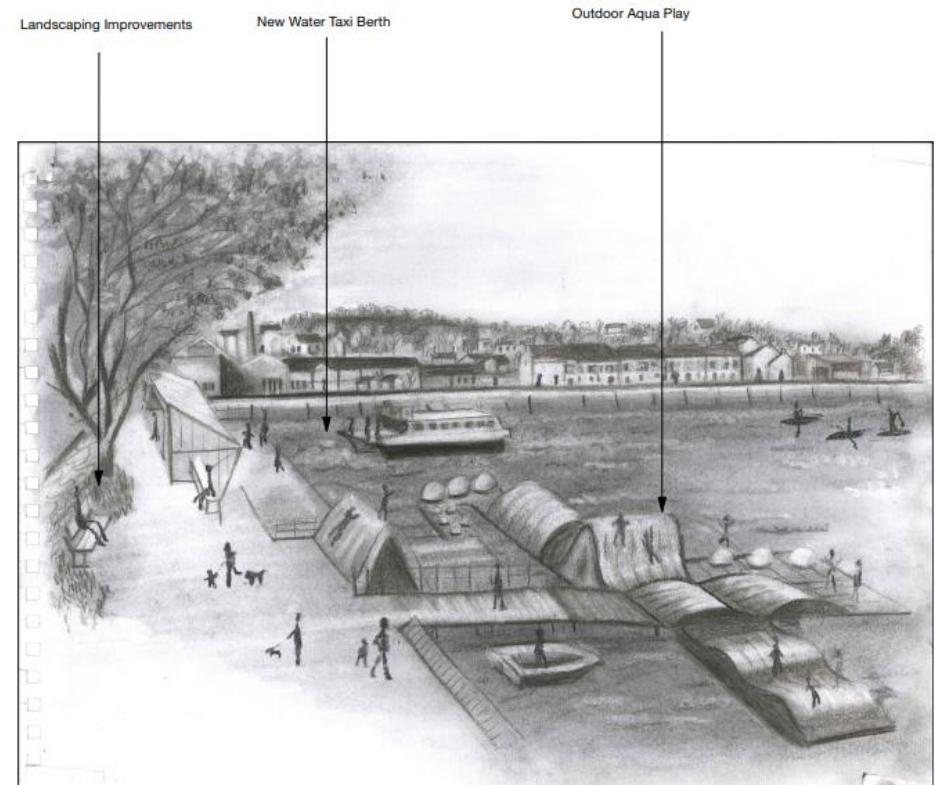
building use decisions for North Quay,

Redevelopment of marina pontoons and piles including phased re-development, replacements also increasing the number of berths.

Repairs, maintenance, and cleaning of the Hafan and Glandon areas including access roads from the Axe, Plas Heli, the Hafan and commercial areas, commercial yards, parking areas, etc.

Landscaping and public realm improvements to improve sightline, visual and physical accessibility of Hafan and Plas Heli and wider area.

Right: Impression of future development in the inner harbour viewed from the western edge of the "island". JR Architects



Short term development 1-5 years

And then ongoing for the period of the strategic plan.

Initially

- Develop a Harbour site-wide signage system including boundary/arrival signage which creates an area identify, provides clear directional indications and, which connects with the town signage design.
- Area wide walking/ cycling/ active travel plan – phased development, including e-bikes charging, integration into public transport and car charging.

North Quay

- Refurbish the Bandstand and carry out essential repairs to the North Quay walkway. (include the Bandstand in any events planning for Pwllheli). Consider architectural lighting scheme.
- Develop pilot project for water taxi complete with associated access and infrastructure. Develop operational plan and tender for operator for the water taxi.
- Develop pilot project for land train to link Hafan with the town.
- Provide facilities for pop up (temporary) artisan shops along the North Quay

Hafan & Plas Heli

- Renovation, refitting and re-ordering of Harbour office and facilities, for better access and arrival experience.

- Hotel development at Cae Cyfell
- Plas Heli development to provide new arrival point to 1st floor level, develop new toilet and changing facilities and upgrade Aires.
- Plas Heli development to improve access & parking.
- Renovation, refitting and repurposing of Old Club House to provide café and small retail space.

The Outer Harbour

- Develop pontoons for water taxi (initial trial) complete with associated infrastructure, and linked to:
- Install pontoons on trots to provide additional berths.
- Boundary/entrance signage from the water.

The Island and Inner Harbour

- Pilot and then if validated develop an aquapark (inflatable water-based

assault course) with associated changing facilities and car and cycle parking. Possibly link this operation with the Ferry operator

- New pontoon for water taxi/ferry service with associated access and infrastructure - Ditto
- Pathway and cycleway improvements
- Active play park
- Parking

Medium term development 5-10yrs

North Quay

New hard and soft landscaping and enhancement of public realm; design to be coordinated with design for flood defence and harbour wall.

Hafan & Plas Heli

New retail & food & beverage space

Provide new boat stack storage

Park 'n' ride

The Outer Harbour

Develop architectural viewing point accessed from Hafan and beach walkways including interpretive boards

The Island and Inner Harbour

Develop open landscaped performance area.

Architectural viewing point

Long term and aspirational development 10yrs+

North Quay

Encourage food, beverage, leisure and retail development on gap sites and as new uses for existing buildings in association with development of flood defences to town.

Floating walkway associated with harbour flood defence wall.

Hafan & Plas Heli

2nd hotel development including improvements to access road

The Island and Inner Harbour

Food, drink and leisure-based retail development developed in association with;

Bridge linking The Island and Hafan with reclaimed 'steppingstone' linking a re-shaped island.

A more radical approach?

This strategy is bold but has deliberately tempered the activities designed to achieve the community's ambition on the basis of current policy and deliverability over the next ten to twenty years.

A much more radical interpretation can also be explored. Taking inspiration from the pace and scale of change evident when comparing the harbour as it was in the 1950s to now, a view of a more radical future in 50 years' time is presented on the next page as a prompt to all parties to retain the highest levels of ambition for the area and communities as this strategy is embedded and actions agreed.



Aerial photograph taken by the RAF on 24/05/1951 centered on Pwllheli harbour and modern day Pwllheli Harbour



A more radical approach. Inspired by the scale of change since the 1950's the map opposite illustrates much bolder changes that are still in keeping with the ambition championed by the community.

It includes larger scale change in the inner harbour, replacing the straight edges of a traditional harbour with more organic shapes that bring the community closer to the water. The addition of a bridge links the island directly to the Hafan and adds a architectural quality to the landscape.

Image by JR Architects

Appendices

The Strategic Document Can Be Read in Isolation and the appendices are added to provide background information to the reader and to support further development thinking.

Annex 1 – Whole area plan

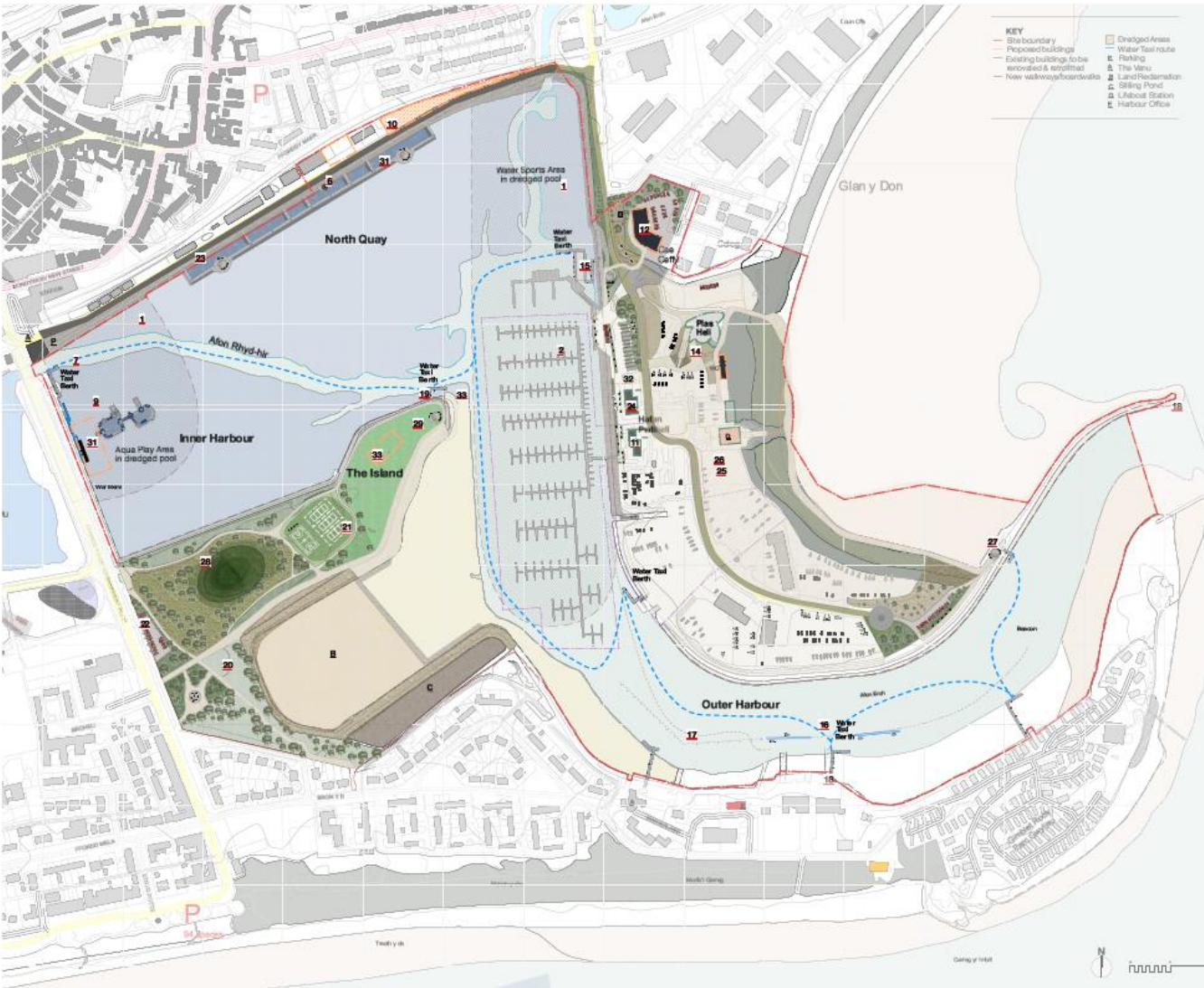
Annex 2 – North Quay

Annex 3 – Hafan and Plas Heli

Annex 4 – Outer Harbour

Annex 5 - Inner Harbour & Island

Annex 6 – EKOS Economic Impacts Update



HAFAN PWLLHELI Proposed strategic development

The principal objective of the Hafan Pwllheli strategic plan is to ensure that it works in unison with the Town Plan work to improve the quality, appeal and community well-being of Pwllheli.

Proposed scope and phases of the Plan

Essential & immediate development - (& then ongoing for the period of the strategic plan)

1. Dredging plan for entrance channel in outer harbour and marina, also to proposed routes for water taxi in the Inner and Outer Harbours, and water play park area and boating area in the Inner Harbour. Dredging plan to include beneficial reuse of arisings where practicable: eg work associated with flood defences and beach/dune replenishment
2. Phased redevelopment of the marina pontoons and piers
3. Initial and Programmed Repairs, maintenance and cleaning of the Hafan and Glandon areas

Necessary short term development

Site wide - (phased)

4. Develop a Harbour site-wide signage system
5. Area wide walking/cycling/active travel plan - including e-bikes & car charging and integration into public transport.

North Quay and Inner Harbour

6. Refurbish the bandstand and carry out essential repairs to the North Quay walkway
7. Pontoon for water taxi / ferry, with service from the Venu to the Island, Hafan, the View and commercial yards on both sides of the Outer Harbour
8. Land train to link Hafan and town
9. Aqua park with associated changing facilities and car and cycle parking
10. Pop up (temporary) artisan shops along the North Quay

Hafan & Plas Heli

11. Renovation, refitting & re-ordering of Harbour office and facilities, for better access and arrival experience
12. Hotel development at Cae Ceryll site
13. Landscaping and public realm improvements to improve visual and physical accessibility
14. Plas Heli development to improve access, parking and provide new arrival point to 1st floor level, develop new toilet and changing facilities and upgrade A195
15. Plas Heli development to provide access for all to participate in water sports in Inner Harbour: eg SUPS, kayaks etc.

The Outer Harbour

16. Develop pontoons for water taxi (initial trial) complete with associated infra-structure.
17. Install pontoons on trots to provide additional berths
18. Consider entrance signage from the water - a big welcome
19. New pontoon for water taxi/ferry service with associated access and infrastructure
20. Pathway and cycleway improvements
21. Active play park
22. New entrance to the Island from Embenlert Road with landscaped cycle and car parking area.

Medium term development

North Quay

23. New hard and soft landscaping and enhancement of public realm

Hafan & Plas Heli

24. New retail & food & beverage space
25. Provide new boat stack storage
26. Park 'n' ride

The Outer Harbour

27. Proposed architectural viewing point (fishing botly)

The Island and Inner Harbour

28. Open landscaped amphitheatre performance area
29. Proposed architectural viewing point

Long term and aspirational development

all associated with development of harbour wall and flood defences

North Quay

30. Food, beverage, leisure and retail development along North Quay
31. Floating walkway associated with harbour flood defence wall with floating eco-systems, covered areas and saltpans

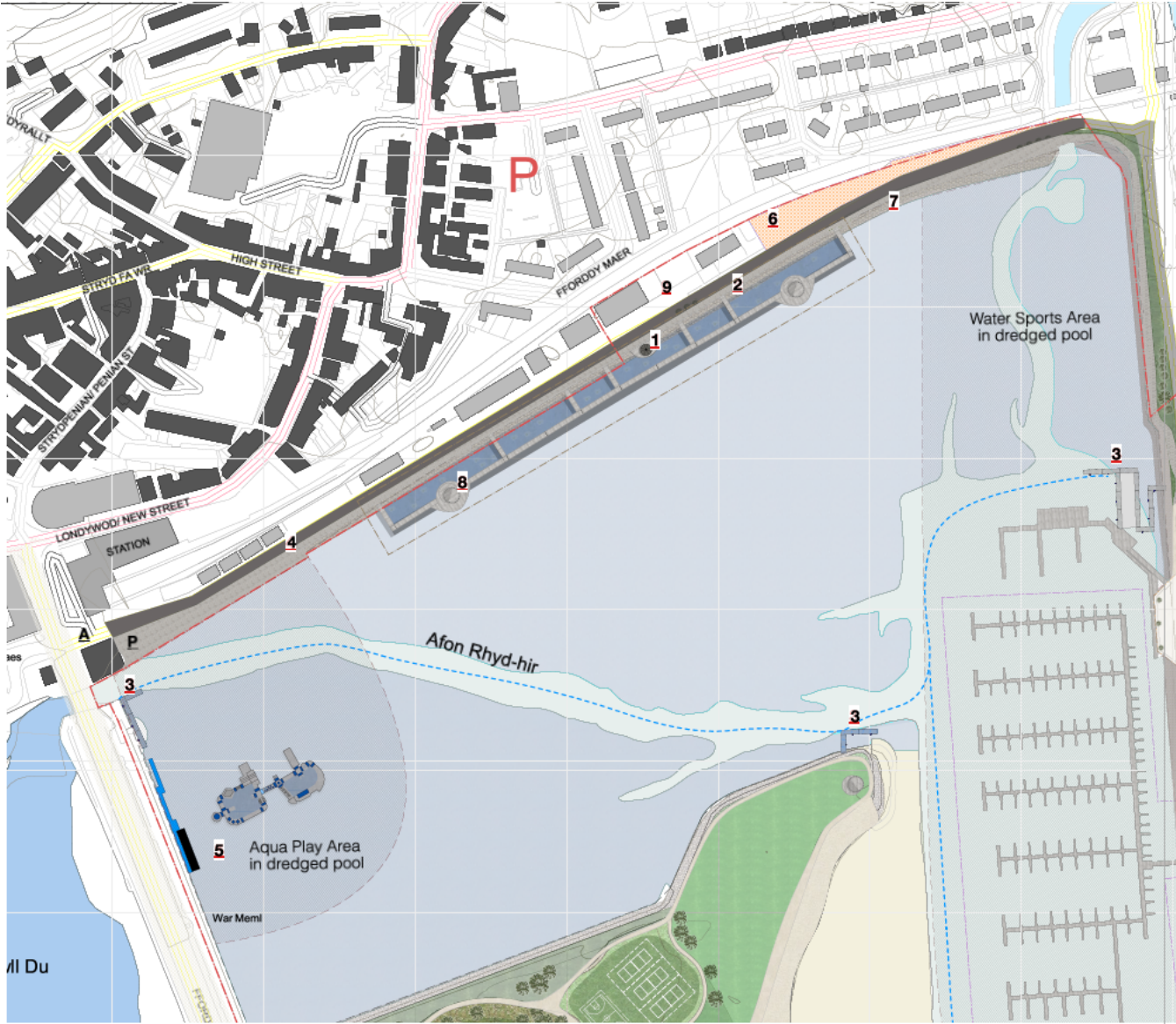
Hafan & Plas Heli

32. Second hotel development overlooking marina including improvements to a access road to the Hafan

The Island and Inner Harbour

33. Food, beverage and leisure based retail development
34. Bridge linking The Island and Hafan with reclaimed 'stepping stone' linking island.

Cei Gogledd a Harbwr Mewnol Pwllheli / North Quay & Inner Harbour



KEY	
— Site boundary	■ Dredged Areas
— Proposed buildings	— Water Taxi route
— Existing buildings to be renovated & retrofitted	Ⓟ Parking
— New walkways/boardwalks	▲ The Venu
	■ Land Reclamation
	■ Stilling Pond

Immediate

1. Refurbish the Bandstand and carry out essential repairs to North Quay walkway (include the Bandstand in any events planned for Pwllheli).
2. Consider architectural lighting scheme and provide new street furniture, signage and interpretation.

Short term

3. Develop pontoon for water taxi / ferry service at the Venu (from slipway on Embankment Road) complete with associated access and infrastructure: develop operational plan and tender for operator for the ferry.
4. Develop pilot project for land train to link the Hafan and town.
5. Develop Aqua Park with associated (floating) changing facilities with new car and cycle parking: consider possibility of linking this operation with the Ferry / water taxi operation.
6. Provide facilities for pop up (temporary) artisan shops along the North Quay with associated building services (eg electricity, water, drainage), landscaping and street furniture.

Medium term

7. New hard and soft landscaping and enhancement of public realm; design to be coordinated with design for flood defences and proposed harbour wall.

Long term

8. Develop floating walkway associated with harbour flood defence wall, providing easy access to water and incorporating salt pans and landscaped rafts.
9. Encourage food, beverage, leisure and retail development on gap sites on North Quay in association with development of flood defences for the town.

Project		Drawing Number		Name	
Hafan Pwllheli		00-5001		P1	
Date	29/11/2023	Date	11/20/2021	Date	11/20/2021
Client	Cyngor Gwynedd Council	Drawn	SKETCH	Checked	JR



Hafan & Plas Heli Pwllheli

KEY

- Site boundary
- Proposed buildings
- Existing buildings to be renovated & retrofitted
- New walkways/boardwalks
- Dredged Areas
- Water Taxi route
- Parking

Proposed strategic development

Immediate

1. Repairs, maintenance and cleaning of the Hafan and Glandon areas including access roads from the North Quay, Plas Heli, the Hafan and commercial areas, commercial yards and parking areas.
2. Develop a Harbour site-wide signage system including boundary/arrival signage (from A497 and railway station/North Quay which creates an appropriate (local) identity, provides clear directional indications and, which connects with the character and style of the town signage design
3. Proposed pontoon for water taxi/ ferry service with associated access and infrastructure at entrance to Hafan

Short term

4. Renovate, refit and re-order the Harbour office and facilities, to create a better access and arrival experience with clear and welcoming entrances from the water and the land
5. Hotel development at Cae Ceffyl site
6. Landscaping and public realm improvements to improve visual and physical accessibility of entrance to the Hafan and harbour office, Plas Heli and the public car park for the beach
7. Plas Heli development to provide new arrival point to 1st floor level, develop new toilet and changing facilities and upgrade Aires
8. Renovate and retrofit the Old Sailing Clubhouse for short term use as cafe and retail space.

Medium term

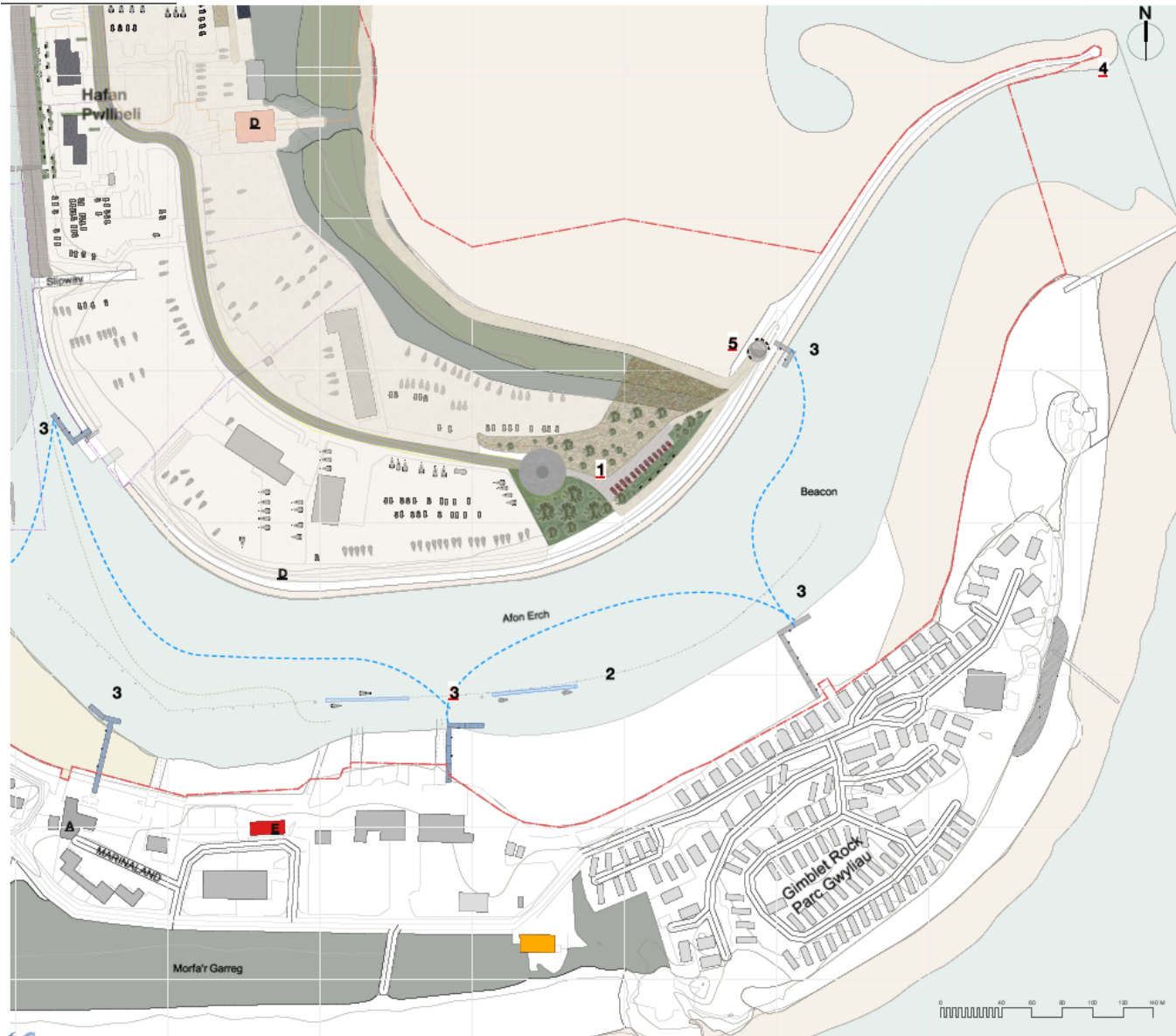
9. Provide new boat stack storage to increase boat storage
10. Park 'n' ride service linking the Hafan and town.

Long term

11. Second hotel development with restaurant on waterfront including improvements to access road to Hafan in association with flood defences to the Hafan and town.

Project	Project No.	Drawing No.	Issue
Hafan Pwllheli	22.38	00-6002	P1
Client	Date	Scale	Issue
Cynygwr Gwynedd Council	29/11/2023	SKETCH	11/2018 A1

Harbwr Allanol Pwllheli / Outer Harbour



KEY

- Site boundary
- Proposed buildings
- Existing buildings to be renovated & retrofitted
- New walkways/boardwalks
- Dredged Areas
- Water Taxi route
- Parking
- The Venu
- Land Reclamation
- Stilling Pond
- Lifeboat Station
- Harbour Office

Proposed strategic development

Short term development

1. New landscaped parking area at end of access road through Hafan, providing access to proposed viewpoint, footpaths and cycle routes, with cycle and car parking and car charging points.
2. New pontoons on trots in the Outer Harbour to provide additional berths for commercial and leisure vessels.
3. New pontoons for water taxi / ferry service complete with associated infra-structure at the View, commercial boat yards, holiday park & proposed viewpoint.

Medium term development

4. Improve entrance welcome signage to Hafan Pwllheli - Creoso Mawr (a big welcome)
5. New architectural viewing point accessed by boardwalk and connecting with coastal path and walks around the Hafan and Pwllheli.

Yr Ynys a Harbour Mewnol / The Island & Inner Harbour



KEY

- Site boundary	■ Dredged Areas
- Proposed buildings	- Water Taxi route
- Existing buildings to be renovated & retrofitted	P Parking
- New walkways/boardwalks	▲ The Venu
	■ Land Reclamation
	■ Stilling Pond

Proposed strategic development

Short term development

1. New pontoon for water taxi / ferry service with associated access and infrastructure
2. Pathway and cycleway improvements
3. Aqua play park
4. Landscape and biodiversity enhancements (phased and ongoing)
5. Active Play Park

Medium term development

6. New entrance to the Island with landscaped parking area adjacent to Embankment Road
7. Develop open landscaped performance area
8. Architectural viewing point

Long term development

9. Food, beverage and leisure based retail development associated with water taxi landing and viewpoint
10. Proposed bridge linking The Island and Hafan with proposed reclaimed island 'stepping stone' link

 BLUE SEA CONSULTING
 JOHN RENSHAW ARCHITECTS
 ONE PLANET CONSULTING

Pwllheli Yr Ynys- The Island

 HAFAN PWLLHELI
 CYNGOR GWYNEDD

Project Name	Project Number	Drawing Number	Revision
Hafan Pwllheli	22.38	00-0003	P1
Client	Date	Scale	Scale
Cyngor Gwynedd Council	29/11/2023	SKETCH	1:1250 @ A1

**Pwllheli Harbour
Long Term Strategic Plan**

Economic Impact Commentary

The paper provides commentary on the scale and scope of the economic benefit generated through the 400-berth Hafan Pwllheli Marina. For clarity, the assessment has considered the economic benefit associated with the additional expenditure that the marina generates/leverages from resident and visiting craft/boats. We have focused the economic modelling on the directly attributable economic effects – expenditure, GVA, and FTE jobs generated through expenditure on three core areas – onshore spend during trips or visits to the boat, berthing fees, and other associated spend such as repair and maintenance, insurance etc

We have not considered the benefits/impacts of events/festivals or the tourism elements of small craft watersports such as dinghy sailing, kayaking, rowing, and SUPs, etc.

Technical Notes

Expenditure

We consider direct expenditure generated from two sources – resident berths and visitor/transient berths. Expenditure estimates are derived from Hafan Pwllheli Marina berthing fees (via the website) and wider industry intelligence.

Annual resident berth expenditure considered annual spend on resident berthing fees, fuel, boat insurance, repair and maintenance, food and drink, retail, and transport spend on days when a boat user visits their boat without cruising and/or uses their boat to go sailing.

Visitor berth expenditure considers per night spend when anchored/moored in a formal berthing facility (i.e. a pontoon, mooring and quayside at a marina or harbour). The spend considers visitor berthing fees, accommodation, entertainment and leisure, food and drink, retail, and transport spend.

GVA

Gross Value Added (GVA) is a measure of economic output that considers the value of goods and services produced before allowing for depreciation or capital consumption. GVA is the Government's preferred approach to measuring economic output.

GVA is derived using ONS data for calculating the coefficient relationship between turnover and GVA for relevant two-digit SIC sectors in the Welsh economy.

Employment (FTEs)

Full Time Equivalent (FTEs) are used to measure employment supported by expenditure associated with boating activity.

Net Effects

The estimate of GVA and employment includes direct, indirect, and induced impacts:

Direct effects -As above, the effects associated with the expenditure of resident and visitor/transient boats that are anchored/moored at the marina.

Supplier (indirect) effects: this is further economic activity within regional and national supply chains associated with direct expenditure from resident and visiting boat owners.

Income (induced) effects: this is further economic activity associated with expenditure by those employed directly or indirectly within the sector.

Type-2 multipliers have been developed from official economic data sourced from WAG Input/Output tables.

Core Assumptions

The following assumption set out in **Table 1** have informed our assessment and been derived through official data sources such as ONS, industry benchmark data, and project specific data.

Table 1: Core Assumptions

Average length of boat - 10m Average berthing fees per m- £493 Average annual berthing fees - £4,930 % of berthing fees as proportion of total spend - 49% Average (gross) expenditure per annum per resident boat - £9,388 Average annual occupancy - 95% Total annual expenditure generated by resident craft - £3.6m	No. visiting craft - 550 Average stay - 1.5 nights No. of visitor nights - 825 Average spend per night - £159 Total annual expenditure generated by visitor/transient craft - £130k
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Constant Prices and Discounting

All financial values are presented in constant 2023 prices.

As well as the annual effects, we have considered the longer-term benefits that the marina is forecast to generate over a 25-year period, discounted at 3.5% (HM Treasury's Social Time Preference Rate).

Economic Benefits and Impacts

Table 2 and **3** provide a summary of the estimated impacts at the national (Wales) and regional level (North Wales). Please note as this is an initial estimate and subject to future updating and refinement. To add an element of sensitivity, we have derived a central estimate and provided a range +/- 20%. Jobs are rounded to the nearest 10 and turnover/GVA to the nearest £m.

Table 2: Economic Impact of Marina, 2023 (Direct, Indirect, and Induced) - National Level Benefit

Annual Turnover (£m)	£4	£7
Turnover over 25 years (£m)	£111	£166
Turnover over 25 years @3.5% (£m)	£76	£114
Annual GVA (£m)	£2	£2
GVA over 25 years (£m)	£40	£60
GVA over 25 years @3.5% (£m)	£27	£41
Jobs - Annual	50	80

Table 3: Economic Impact of Marina, 2023 (Direct, Indirect, and Induced) - Regional Level Benefit

Annual Turnover (£m)	£3	£5
Turnover over 25 years (£m)	£86	£129
Turnover over 25 years @3.5% (£m)	£59	£88
Annual GVA (£m)	£1	£2
GVA over 25 years (£m)	£31	£47
GVA over 25 years @3.5% (£m)	£21	£32
Jobs - Annual	50	70

Hafan Pwllheli Marina is estimated to generate the following (annual) net benefit for the regional economy:

Expenditure (or turnover) - £3m - £5m.

GVA - £1m - £2m.

Jobs - 50 - 70 FTEs.

Over a longer appraisal period (25 years), the discounted impact is estimated at:

Expenditure (or turnover) - £59m - £88m.

GVA - £21m - £32m.

To provide some wider context we would note that:

The average GVA per employee supported as a result of the marina is estimated at c. £25,600, compared to the average in North Wales of c.£23,600 (2018 ONS data updated to 2023).

The wider sector offers year-round employment opportunities across a broad range of sectors including the visitor economy (accommodation, food and drink, retail, cultural activities), engineering, boat repair, and marina operations. The claimant count rate in North Wales is in-line with the national average (3.3%).

Wider Impacts and Benefits

While not designed to be a comprehensive or prescriptive list, we have outlined additional areas where (investment in) marine/coastal infrastructure such as marina and harbour development can generate a knock-on positive benefit. Importantly, there is emerging guidance that provides advice on how to measure and capture these wider benefits.

Events, Regattas, and Sporting Competitions

Boating and sailing events regattas, and sporting competitions are a key part of the sector's appeal and can have a direct economic effect but also a longer-term benefit.

For example, Hafan Pwllheli Marina has played host to several British, European and World sailing championships, as well as local races and regattas organised by Pwllheli Sailing Club and the South Caernarvonshire Yacht Club. These have attracted competitors (and support crew) from across the globe as well as spectators/visitors. These events will have a 'one-off' impact in terms of generating a boost for the local/regional economy (spend, bed nights, etc), but would also highlight the longer-term benefits and impacts related to promotion and marketing of the region as a destination, for example through word of mouth and/or Advertising Value Equivalency.

This has potential to impact positively on developing a sustainable visitor economy and through raising awareness of watersport activities - driving-up participation at the grass roots and club level by sports/activities being showcased.

Catalytic Effects - Supporting Regeneration Activity and Wider Amenity Benefit

The place-based and regeneration effects from investment in marine infrastructure are well understood and are key part of many coastal local authorities approaches to delivering economic development. Physical and capital development and change that local people and others can see on the ground has a significant positive effect on their sense of place.

Some recent Scottish-based examples include the initial phase of the marina redevelopment and expansion at Ardrossan which was part of a wider masterplanning approach to regenerate the (post-industrial) town. The marina development helped leverage additional investment in new housing and public realm. An external economic impact assessment evidenced that this additional investment secured from the private sector would not have occurred in the absence of the marina and harbour upgrades, not least due to the uplift in land values which helped to enhance the commercial viability of the development.

Closer to home, the proposed £100m transformation of Holyhead waterfront includes a range of uses - 250-berth marina, 259 townhouses/apartments, commercial and retail units, and public realm/community space. Again, this helps show the potential effects from marine infrastructure in leveraging further investment.

In addition, in terms of amenity value i.e. the positive impacts on the sense of place or attractiveness of a location, the updated HMT Green Book (2022) guidance identifies that there are two areas to consider when assessing the benefits from enhancing and protecting blue and green space:

Local amenity - evidence shows that demand for residential and commercial property within 100m - 500m of accessible green or blue space is higher/more valued.

Visual amenity - the price premium for property (and land) with a view over green or blue space is higher as a result of this amenity.

Where marine infrastructure enhances and supports access to the sea, coast, and inland waterways, and/or enhances the visual appeal of the seascape and local area then there is an attributable amenity value.

Attracting and Retaining Investment

Aligned to the points above regarding regeneration, the marina acts as a central hub for attracting investment, in particular for services and supply chains aligned to the marine economy. It also acts as an 'anchor' for retaining local employers - there is a sustainable base of providers onsite and within close proximity of the marina that create local employment opportunities and contribute to the local/regional economy.

Physical and Mental Health Benefits from Natural Capital

There is a rich and growing evidence base to support the intrinsic links between having access to nature and physical and mental health. For example:

Nature based recreation - welfare value on the health and wellbeing of outdoor recreation sites - the emphasis on this has increased significantly as a result of the COVID-19 pandemic, with more people valuing being in nature / trying to access the outdoors.

Physical health benefits from nature - indicative health savings/benefits from physically active visits to blue and green space. Those that are physically active are generally likely to live longer - and there are equivalent avoided health service costs from those that are healthier, and health-related quality of life i.e. people are 'happier'.