



An evaluation of the Gwynedd Ni programme

Prepared by Lafan

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Wedi ei ariannu gan
Llywodraeth y DU

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We would like to thank Alys Rees Jones and Rhian Elin George for their cooperation during the evaluation period and for their help collecting the data needed to produce this report.

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Executive summary

Gwynedd Ni is a programme that is funded by the Shared Prosperity Fund with the aim of regenerating town centres and strengthening communities across Gwynedd. Valued at a total of £1.28m made up of both SPF and matching funds, the programme delivers improvements to public spaces, community projects, cultural enterprises, accessibility improvements, and innovative projects.

This light-touch evaluation shows that the programme is moving positively forwards, with 75% of the funds claimed at the time of writing with the rest of the work to be completed by June 2026. The programme supported a variety of projects including upgrading playgrounds, improvements to public spaces in towns, feasibility studies for future development, and IoT pilot projects.

The engagement with 55 town and community councils shows a wide local reach, with many of them praising the clear and timely support from Council officers. The outcomes of the Community and Town Councils Fund was especially positive, even though there were challenges such as tight deadlines and procurement requirements in rural areas.

The early impacts of the programme include improvements in accessibility, a higher quality of community assets, an increase in local pride, and a stronger working relationship between Cyngor Gwynedd and community and town councils. Even though it is not possible to assess the long-term economic outcomes at this stage, the programme has nonetheless created a strong foundation for wider regeneration in the County.

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Introduction

One of Cyngor Gwynedd's priorities between 2023 and 2028 is regenerating town centres across the county. Recently, the council held an extensive consultation when creating the Gwynedd Regeneration Plan, which was supported by 13 area plans in the county and identifying individual priorities for these areas. A common theme that arose in all these area plans is the need to regenerate town centres.

In 2025, Cyngor Gwynedd succeeded in securing funding worth £1,278,000 from the Shared Prosperity Fund (SPF) to carry out the Gwynedd Ni programme, which includes a number of schemes leading to the regeneration of communities and town centres across Gwynedd. It is hoped that this work will create a buzz in these communities.

The aim of this project is to upgrade the infrastructure of towns in the area and repurpose or inspire new uses for existing structures. This could attract investment in various areas, including education, leisure, the arts, and in the workplace.

In November 2024, the plan leaders were asked by the SPF team to extend certain activities for 2025/2026. As a result of a number of scoping sessions across the departments of Cyngor Gwynedd, together with the considerations that arose from the Ardal Ni project, a program of short-term plans was identified. This programme formed the basis of this Gwynedd Ni programme, which is evaluated in this report.

The brief

Lafan was commissioned by Cyngor Gwynedd to carry out a light-touch evaluation on the Gwynedd Ni programme. The aim of this commission was to create an evaluation plan and collect data from key members involved in the project, and create a bilingual evaluation report.

The evaluation work was carried out between October 2025 and January 2026, with this report presented in March 2026.

Logic model and evaluation framework

In line with SPF's guidelines, we have developed a logic model that links the context of the programme to its inputs, activities, outputs, and desired outcomes. This logic model is in the form of a Theory of Change.

This evaluation assesses Gwynedd Ni's performance against targets, the effectiveness of the programme and its impact on communities. The table below shows the themes of the evaluation and questions that relate to them:

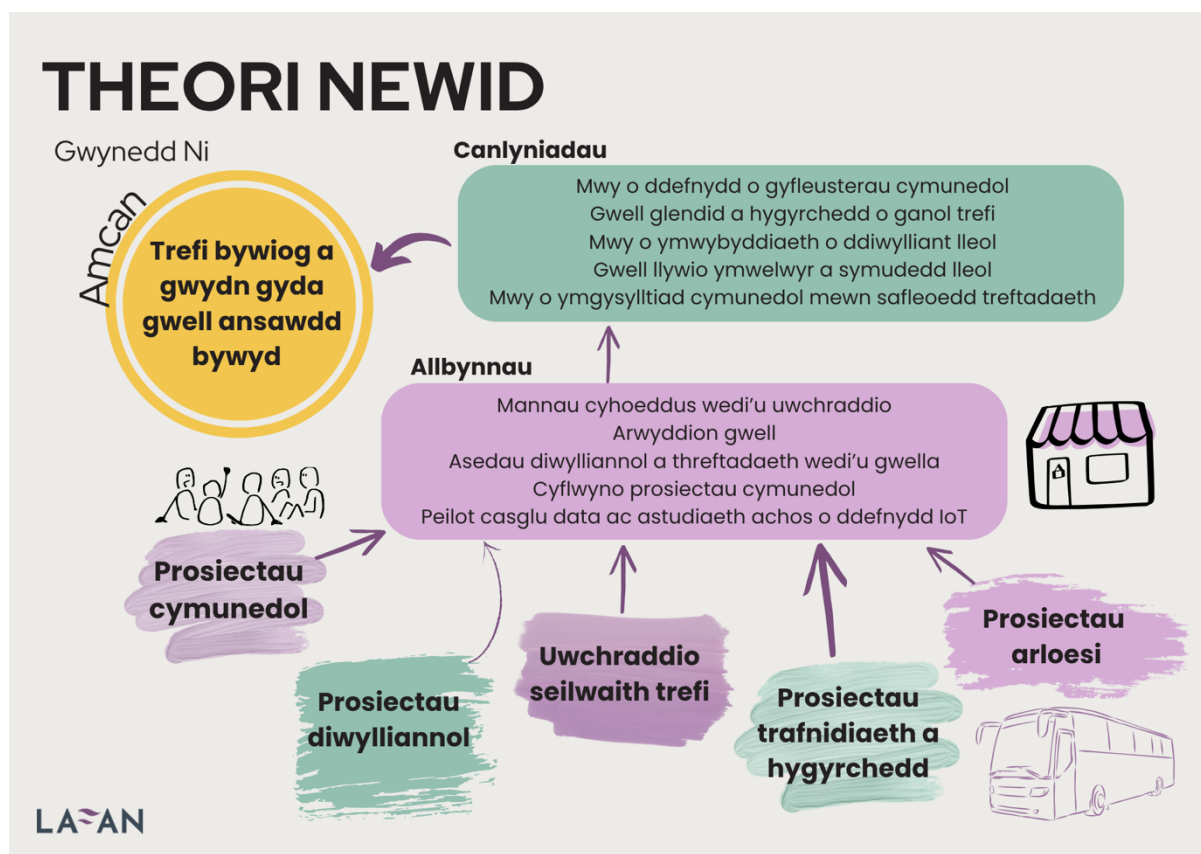
Theme	Question
Performance against targets	<ul style="list-style-type: none"> • How did the programme perform against its targets?
Effectiveness of the programme	<ul style="list-style-type: none"> • How were the projects delivered • What worked well when delivering the project? • What lessons were learnt?
Impact of the programme	<ul style="list-style-type: none"> • What are the outcomes of the project? • Were there any unexpected outcomes?

Methodology

In order to collect data, we have done the following:

- Review documents relevant to the programme, including progress reports and project completion forms
- Interviewed five town council representatives over the phone to gather insights on their experience delivering projects supported by the Town and Community Council Fund.
- Interviewed three project representatives to gather insights on the execution of their plans.
- Conducted an online questionnaire directed at businesses in Criccieth.

Overview of the programme



Theory of Change of the project

The Gwynedd Ni programme was funded by the UKSPF alongside a total of £162,673.32 in match funding: £79,473.32 from the Welsh Government's Transforming Towns programme, and £83,200 from Cyngor Gwynedd. The SPF grant is worth £1,278,000, which includes £1,005,125.16 of capital funding and £272,874.84 of revenue funding.

Other programme inputs include work from contractors and consultants.

The inputs above feed into different activities that are part of the programme. These activities can be sorted into five broad categories, namely:

1. Community projects
2. Cultural projects
3. Upgrading town infrastructure
4. Transport and accessibility projects
5. Innovation projects

These activities are expected to produce the following in the short term:

1. Upgraded public spaces
2. Better signs
3. Improved cultural and heritage assets
4. Delivering community projects
5. Data collection pilot and a case study on the use of IoT technology

In the long term, the Gwynedd Ni programme is expected to lead to the following:

1. Greater use of community facilities
2. Better cleanliness and accessibility from town centres
3. Greater awareness of local culture
4. Better visitor navigation and local mobility
5. Higher community engagement in heritage sites

A series of targets were set based on the framework established by SPF. The table below shows the output and outcome indicators relevant to the programme and their targets:

Outputs	
Description of indicators	Target
OP03 Amount of public land created or improved	1,100m ²
OP05 Number of amenities/facilities created or improved	22
OP07 Total length of new or improved bike or footpaths	1km
OP25 Number of organisations receiving grants	64
OP28 Number of feasibility studies developed as a result of support	9
Outcomes	
Description of indicators	Targed
OC02 More use of bike or footpaths	500 o bobl

The general aim of the programme is to improve the fabric of town centres across Gwynedd as part of the council's wider effort to regenerate these areas. The programme is part of achieving the priorities of the council's plan 2023-2028, which identifies town centre regeneration as a key policy area.

Ultimately, the intention is to attract new uses to town centres, thereby opening the door to further investment and significant economic benefits for local communities. The long-term objective of the programme is to develop vibrant and resilient towns with a better quality of life.

Plans delivered

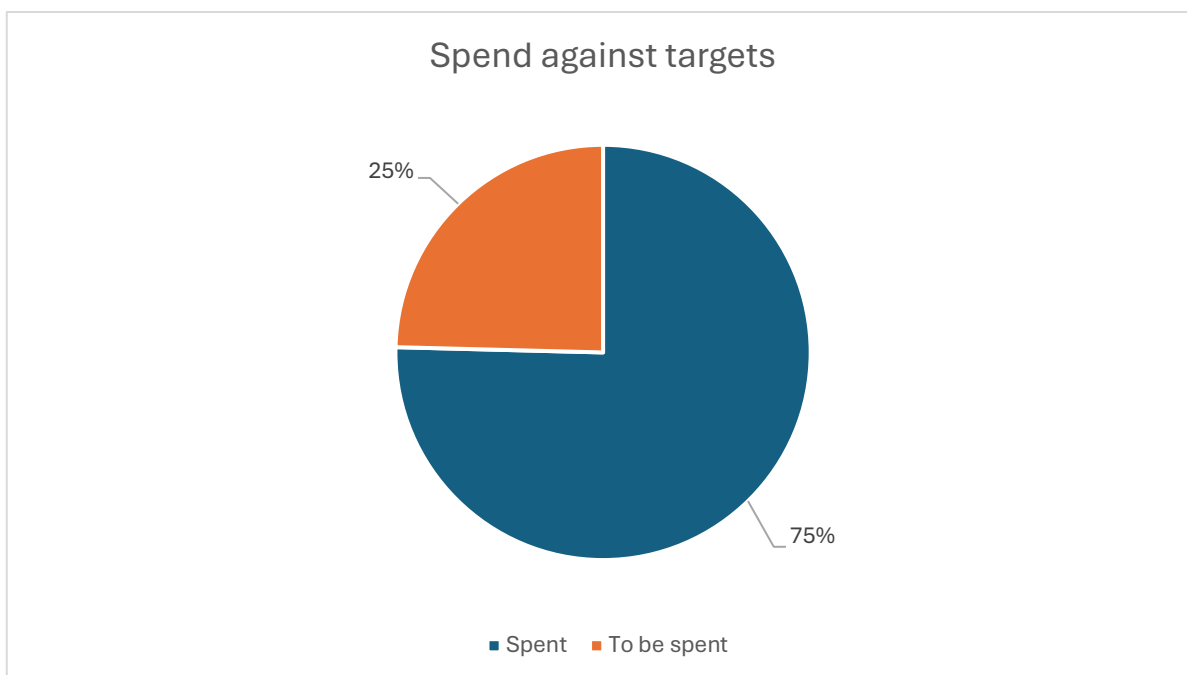
The table below shows all the plans that were part of the Gwynedd Ni programme.

Plan	SPF funds committed	Funds claimed	Status (from March 2026)
<p>Town and community councils fund</p> <p>The purpose of the fund is to support town and community councils to develop and implement projects that meet the needs of their community. This would allow these councils to play a role in contributing to the regeneration of their communities.</p>	£341,998.94	£322,100.56	Ongoing
<p>Trefi Llechi 2</p> <p>A plan that included completing the signage plan for slate towns in Gwynedd, along with developing a plan to interpret the art in 4 towns (Llanberis, Blaenau Ffestiniog, Penygroes, and Porthmadog)</p>	£115,000	£115,000	Completed
<p>Adding value to the Cei'r Gogledd plan</p> <p>Adding value to the Cei'r Gogledd plan by placing benches and introduce a utility connection.</p>	£9,100	£5,000	Ongoing
<p>Improvements to playgrounds</p> <p>Upgraded 7 playgrounds in Gwynedd, offering new facilities that are accessible to all, as well as levelling works to make it suitable for all weather.</p>	£76,000	£76,000	Completed
<p>Improvements to public toilets</p> <p>Upgrading two public toilets in Gwynedd by installing new</p>	£234,000	£92,614.97	Ongoing

equipment and carrying our structural work to make it safe for the public			
<p>Bus station cleaning and vinyl installation work</p> <p>A project to install vinyls on bus stations in Bangor, Caernarfon, Porthmadog, Blaenau Ffestiniog, Barmouth, and Pwllheli. The work also included cleaning the stations</p>	£29,598.88	£29,598.88	Completed
<p>Implementation of parts of the Caernarfon Coach Park scheme</p> <p>Created a communication sheet for buses visiting the town</p>	£5,100	£5,000	Ongoing
<p>Highway improvements in the historic areas of Caernarfon</p> <p>Replacement of granite slates and stones in Maes Caernarfon</p>	£50,000	£34,000	Ongoing
<p>Improvements and interpretation of the Cob Crwn path, Porthmadog</p> <p>The upgrade will improve 0.7km of the current path and 0.3km of a new path will be created.</p>	£49,600		Received an extension
<p>Bala signage strategy</p> <p>Appoint consultants to plan, develop, and design a signing strategy for Bala</p>	£10,206	£7,776	Ongoing
<p>Preparatory work for improvements at the Roman Camp, Bangor</p> <p>Development work to create a new design at the Roman Camp in Bangor, with the aim of improving access and providing signs in order to raise awareness of the historic site.</p>	£12,000	£12,000	Completed

<p>Feasibility study: Upgrading the Storiel boundary</p> <p>A feasibility study to examine how Storiel and Pontio can be better connected in Bangor, with the aim of improving the experience of residents and visitors.</p>	£20,500	£20,500	Ongoing
<p>Caernarfon parking survey</p> <p>Commissioned consultants to carry out surveys examining the use of carparks in Caernarfon</p>	£4,550	£4,550	Completed
<p>Pwllheli signage strategy</p> <p>Appoint consultants to plan, develop, and design a signage strategy for Pwllheli</p>	£10,000	£6,695.25	Ongoing
<p>Feasibility study for the library in Blaenau Ffestiniog</p> <p>Appointed consultants to complete a feasibility study for relocating the library</p>	£14,974	£14,974	Completed
<p>Pilot: Internet of Things Gwynedd</p> <p>A pilot project to purchase a range of IoT sensors that collect data on the environment. The data will be used to draw up case studies in order to justify further funding for future developments</p>	£63,075	£38,542.72	Ongoing
<p>Report assessing leisure resources in Bangor</p>	£49,900	£34,260.50	Ongoing
<p>Improvements to Maes Criccieth</p> <p>Added value to the Maes Criccieth upgrading scheme</p>	£40,000	£40,000	Completed
<p>Improvements to the resources in Tŷ Siamas, Dolgellau</p>	£24,200	£24,200	Completed

Improvements to Tŷ Siamas' resources as well as an options study for the centre.			
Madog sports club Develop a business plan and architectural plan options for Madog Sports Club	£10,000		Received an extension
Lon Abersoch path Upgraded the beach entrance next to the golf car park	£26,000	£26,000	Completed
Bangor Health Hub and Library Study	£11,660	£1,674.84	Received an extension
TOTAL	£1,207,462.82	£910,487.72	



According to the data we have collected, as of 27/3/2026, a total of £910,487.72, which is 75% of the total budget, has been claimed.

Programme performance

The following table shows how the programme has performed against its targets:

Outputs				
Description of indicator	Target	Current	Expected by the end of the project	Comments
OP03 Amount of public land created or improved	1,100m ²	631m ²	741m ² +	The expected number could increase depending on the Maes Caernarfon project
OP05 Number of amenities/facilities created or improved	22	7	21	
OP07 Total length of new or improved bike or footpaths	1km	0	1km	
OP25 Number of organisations receiving grants	64	13	55	This refers to the number of Town and Community councils that applied for the Fund. In total, 55 councils received funding.
OP28 Number of feasibility studies developed as a result of support	9	0	9	
Outcomes				
Description of indicator	Target	Current	By the end of the project	Comments
OC02 More use of bike or footpaths	500 people	0		This relates to the number of people who will use the paths developed as

				part of the Cob Crwn project. This project has faced delays in the beginning due to the planning application, and the work has been extended to June
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Case Study 1: Town and Community Fund pilot

Background

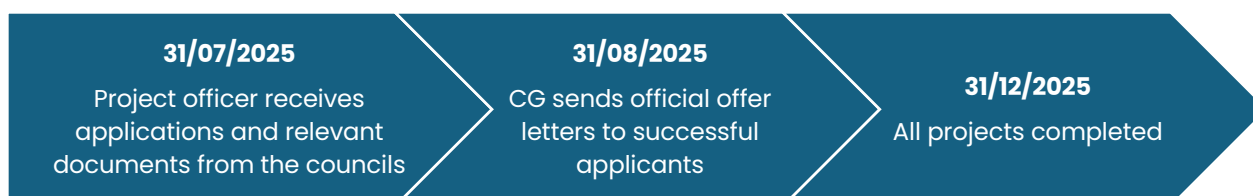
£341,998.94 was committed from FCG funding to administer the Town and Community Council Fund as a pilot scheme, which offers specific financial support to all town and community councils across the County. The intention of the Fund is to spread the benefits of SPF in the county, and to improve the quality of life of the residents of Gwynedd by supporting small regeneration schemes that intend to do so.

According to its guidelines, the purpose of the Fund is to "improve the appearance, facilities, and bustle of the towns and villages of Gwynedd". The Fund does not support elements of loan payments or core or normal costs such as maintenance and upkeep, and employment. Also, the Fund does not support activities outside the boundaries of the town councils or activities that promote religion.

The Fund was allocated according to the catchment area of the town or community council. A maximum of £7,500 is available to town councils of less than 1,000 people, but this maximum increases to £9,000 for town councils with between 1,000 and 4,999 people. In terms of town councils of 5000 people and more, a maximum of £10,500 is available to them.

The Fund was managed by Alys Rees Jones and Rhian Elin George. Alys acted as a coordinator, with responsibilities such as supporting the councils through the application process, monitoring progress, and collecting evidence documents and project completion forms. On the other hand, Rhian provided higher supervision by developing any guidance and supporting the assessment panel.

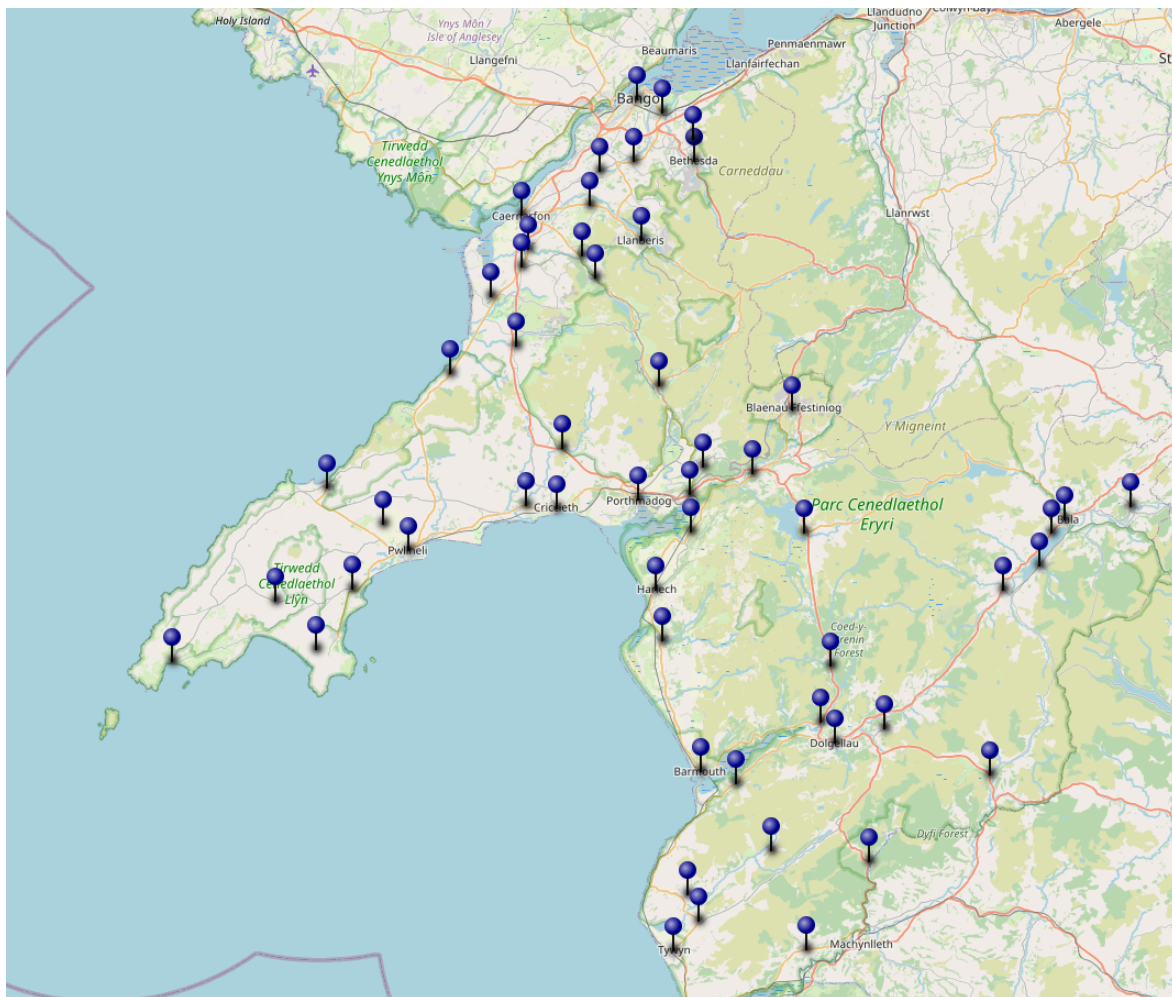
The chart below shows the key dates in terms of administering the Fund:



Applications were received by the cabinet member, two officers, and Alys Rees Jones.

Delivering the fund

The Fund has supported 55 town councils across the County. The map below shows the spread of the Fund's benefit with each pin indicating the location of the successful town councils:



We have created an interactive version of the map above which shows the different projects by each town council, and the budget committed to them.¹

¹ <http://u.osmfr.org/m/1338626/>

Good practices

According to the interviews and the questionnaire carried out, the process of applying for the grant is very positive. The councils have described the process as "easy", "very good", and "brilliant". Alys was also praised in our interviews with the councils.

Also, most participants in the interview expressed that they felt they were well supported: everyone had direct contact with Alys to get help filling in forms. When any problems or questions arose, the responses were prompt, and one participant has described the communication throughout delivery as "excellent".

Challenges

Although the overall feedback was positive, the councils raised some of the challenges we faced.

In terms of applying for the grant, some of the councils were having trouble with the application window. Based on the responses we have received in the interviews, time is the most challenging thing that the councils have faced. One council had expressed that the application window did not allow enough time to properly consult with communities. Also, another respondent said they needed more time to collect quotes. Another challenge that faced some councils is the fact that they meet monthly, which may have meant that there was not enough oversight of the application process.

In addition to this, in terms of quotations, one council expressed that the requirement for three quotations is not realistic in rural areas where there are not many providers.

In terms of realizing the projects, most councils reported few or no obstacles at all. When problems arose, delays from contractors were the most common issue. Logistical problems were also raised several times, for example temporarily storing old equipment, or coordinating volunteers.

Having said that, each expressed that Gwynedd Council was understanding and supportive when delays occurred.

Impact on the community

The main impacts on the community include:

- Better accessibility, for example accessible paths and wheelchairs to beaches
- Safer playgrounds for children
- More attractive public spaces

Many councils emphasized that their project would not have happened without the support of the Fund.

Lessons learnt

Based on the findings of our interviews with the councils, these are the lessons learned from delivering the Fund:

Consistent, responsive, and friendly support makes a big difference.

Respondents expressed that they appreciated getting good advice from Gwynedd Council with the attitude of wanting candidates to succeed. This has been particularly helpful for small councils with limited capacity. This shows the importance of support. Therefore, it would be good to maintain this standard of support for similar projects in the future.

Keep processes as simple as possible. Some responses in our interviews expressed that they appreciated the fact that claiming and presenting evidence was a simple process. Also, some respondents said that Gwynedd Council was quite flexible when carrying out their projects, which could be seen when Gwynedd Council was understanding about contractors' delays and allowed small adjustments to their projects.

However, there is room to simplify the procurement application process. We have heard that the requirement to collect three quotes was unrealistic for some rural communities, where options are limited. We are aware that this is part of procurement rules for the local authorities, so we would suggest that policy makers consider working closely with county councils to find solutions to this problem for communities like these in Gwynedd.

Councils need more time to make their applications. Some councils expressed that the deadlines for submitting an application are tight, especially from councils that meet monthly. Also, the window to apply was not enough for some councils who needed time to carry out a consultation with the community. Of course, the period of the UK Government funding program has influenced the application window, so we recommend that grant makers take these factors into account when making similar grants in the future.

Case study 2: Improvements on Y Maes, Criccieth

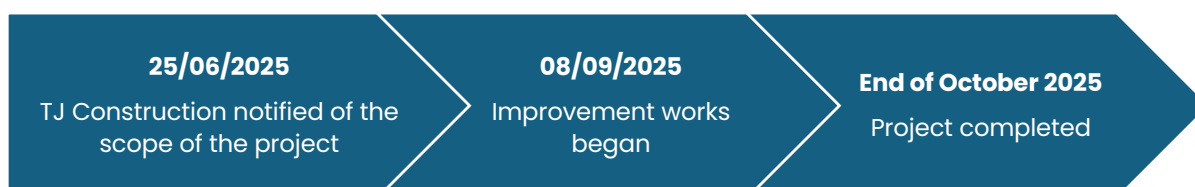
Project background

An extension of work under the Town centres: laying the foundation for investment, pride and activity programme funded by the SPF in 2024/25 were the improvements near Y Maes in Criccieth. This plan was split into two phases because there was not enough budget available within the previous program to make all the improvements.

The area that was improved as part of the Gwynedd Ni project is located near Y Maes in Criccieth. Y Maes is a new street food market, and it was opened to the public in 2025. Y Maes has benefited from funding provided through other programs that have previously received financial support through Gwynedd Council's business support grants. After being opened, there was a need to improve the appearance of the surrounding space in order to improve the overall environment and experience for residents and visitors.

In 2025, a maximum of £40,000 was allocated to this work, and the work was carried out by the Highways, Engineering, and YGC (Gwynedd Consultancy) Department of Gwynedd Council. The tender to carry out the work was awarded to TJ Construction.

A chart below shows the progress of the work:



Work done

In order to carry out the work, a list of activities was identified. Initially, it was necessary to clear the site by removing the existing block paving and excavating a total of 220mm deep to accommodate the new surface.



Image 1: The area before the improvements with the old block paving

After that, a new resin-bonding surface was built up. They also provided and installed new edging to border the new surface with concrete paving slabs.



Image 2: New surface being installed after removing the old surface

Finally, new benches were placed on concrete foundations.



Image 3: New benches placed on the new surface

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One challenge that arose during the delivery of the project was managing the expectations of the different stakeholders. The project included feedback from Criccieth Town Council, local businesses, community groups such as Criccieth in Bloom, and the town's residents. Each group had their own priorities, and Gareth, who managed the project, expressed that it was challenging making sure everyone was happy. He also had to resist requests outside the scope of the project, such as installing more trees, and this prevented the scope from expanding.

Managing finances was another challenge to the work. The project needed to be carried out within a relatively small pot of money. Some initial cost savings were achieved in areas such as subbase material, but these were offset by higher costs elsewhere, such as the concrete and foundation structures.

It was important to complete the project before winter. The resin surface required certain temperature conditions in order to be installed successfully, so the team had to complete the surfacing work before the weather got colder. This meant that there was no room to be flexible in terms of scheduling, and there was pressure to complete the work within a tight window.

Finally, the success of the work in the area in 2024 influenced the execution of the work in the current stage, and this set a benchmark for the community. Gareth

noted that the stakeholders had higher expectations because of this, and they were keen to ensure the continuity of the design quality. This had influenced stakeholder discussions and design decisions throughout the work in this phase.

Good practices

One of the strengths of the project was the relationship between Gwynedd Council and the community. We understand that there is a regular meeting between the manager of this project and the clerk from Criccieth town council; business owners and representatives of community groups were included in the discussions as well. This relationship has built trust and makes sure that everyone is aligned in terms of expectations.

Also, the decision to reuse the contractor from the first stage was a good call, as they were familiar with the site and the community's expectations.

The project also demonstrated good planning practices. The area has been integrated into the Highways Department's asset management system to ensure it receives regular maintenance. The design of the area itself was deliberately simple, featuring easily maintainable materials and fixtures.

Finally, we note that the project has been completed on time and within the allocated budget.

Impact of the project

The improvements on Y Maes have left a very positive impact on the community in Criccieth. According to a conversation with the town council clerk over email, she noted that the Town Council has been pushing for these improvements for several years, and they are satisfied with the investment and the result.

In October 2025, Creative Criccieth published 2 posts on Facebook celebrating the work on Y Maes. The posts have received 137 likes and 17 loves, with all the comments being very positive (see screenshots below).

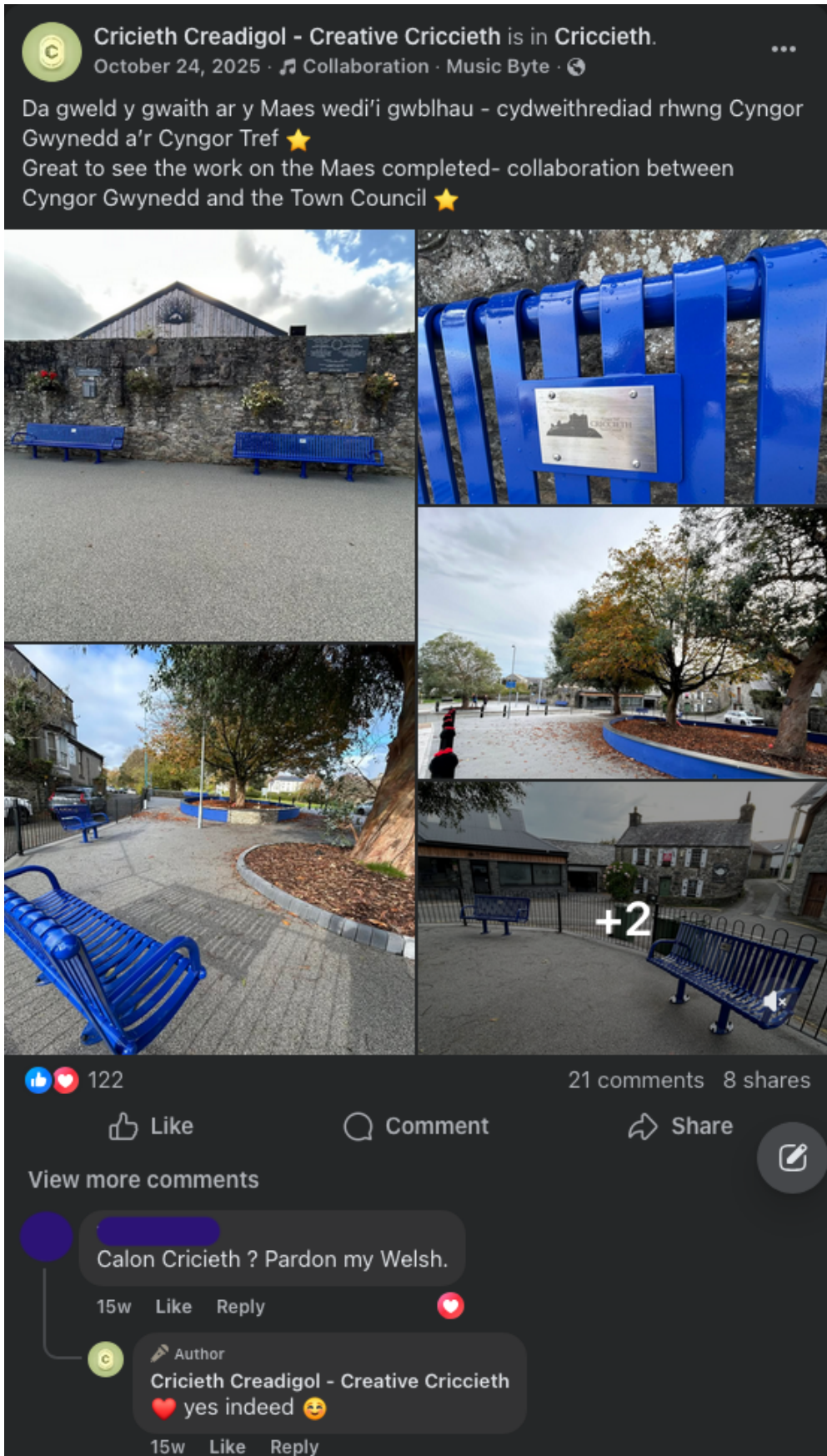


Image 4: A screenshot of a post celebrating the opening of Y Maes

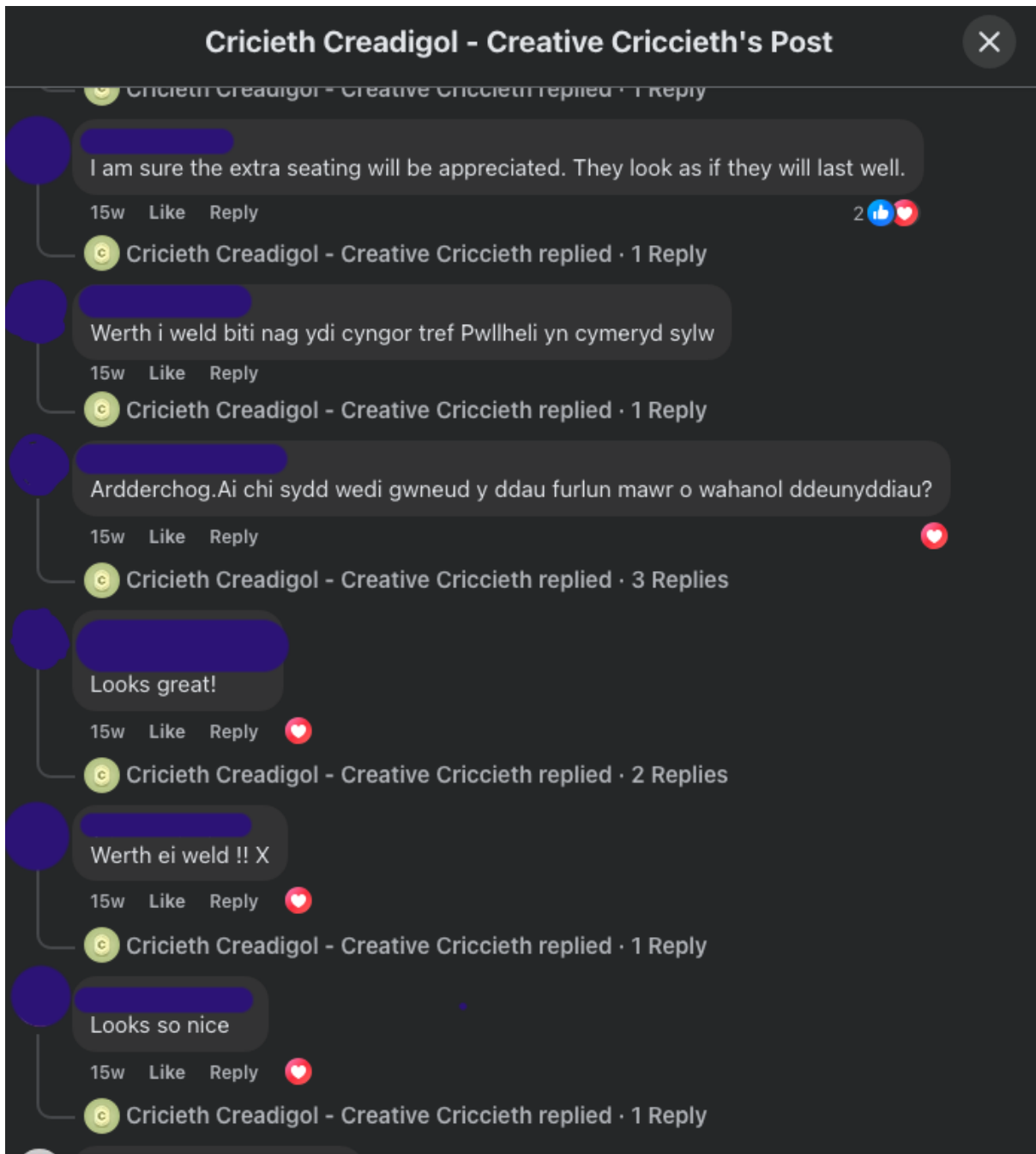


Image 5: A screenshot showing the comments on the post above

Lessons learnt

Based on our interview with Gareth, we have identified the following lessons learned:

Establish clear governance from the outset. The project has shown the importance of knowing who is responsible for different aspects of the project, and who has the authority to make decisions. This clarity helped with situations where it was necessary to manage the expectations of the stakeholders who have different priorities.

Stick to the brief. Gareth has shown the value of sticking to the brief. As mentioned in the point above, there were occasions where stakeholders tried to add new elements to the work, but the Highways Department team prevented the scope from spreading and protected the budget.

Re-appoint contractors where possible. The reuse of the contractor was efficient as the team already understood elements such as local knowledge and expectations. The continuity of partners can achieve significant simplification of project management and improve consistency.

Create a good relationship with the stakeholders. In carrying out this work, Cyngor Gwynedd created a good relationship with the Town Council and other community groups in Criccieth by holding regular meetings with them. This strengthened relationships, improved transparency, and helped avoid any misunderstandings. In other words, having a good relationship helps manage expectations and maintain community trust.

Case study 3: Improvements to playgrounds

Project background

£76,000 was committed from SPF funding to carry out upgrading work on 7 playing fields across the county. The aim of this project is to improve the accessibility of these playing fields by installing new equipment and carrying out levelling work to ensure use in all weather conditions. The project was carried out by a team that included a municipal asset manager, a senior municipal engineer, a playground inspector, and three assistant engineers.

Initially in the planning stage of the project, there was a discussion within the Borough Unit in terms of places that really needed new play equipment. Also, the above team considered requests from the public in terms of playground improvements they would like to see in their communities.

The seven playgrounds which were upgraded are:

- 1) Marine Parade, Tywyn
- 2) Y Waun, Harlech
- 3) Cae Glyn, Caernarfon
- 4) Wembli, Pwllheli
- 5) Cynan Road, Penrhosgarnedd
- 6) Old skate park, Talysarn
- 7) Maes y Mor playground, Penygroes²

The map overleaf shows where the playgrounds are located.

² As the prices were cheaper than expected, there was a lot of money left over in the claim period between October and December 2025, the project manager was able to add another location to the plan, namely this playground in Penygroes.

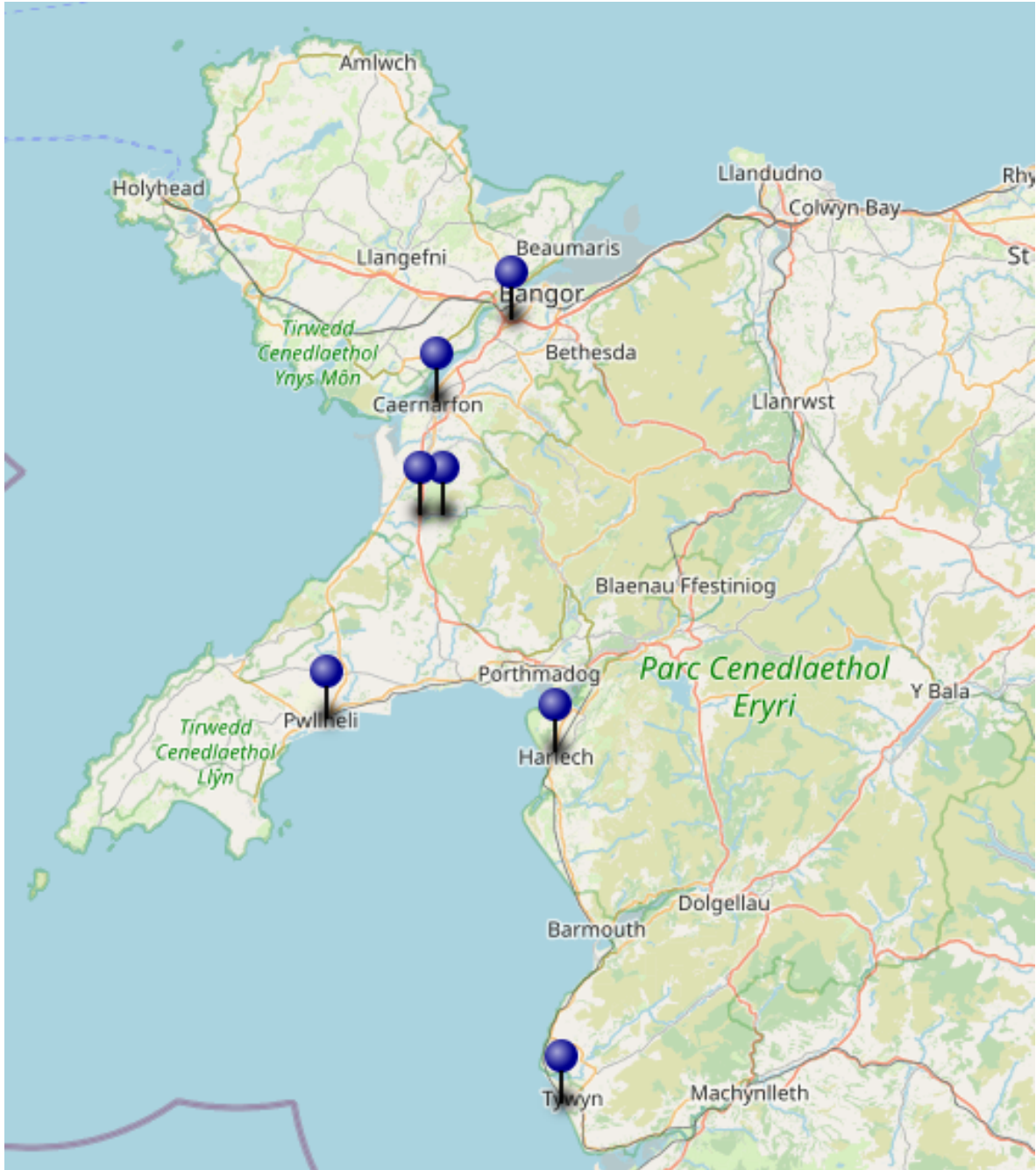


Image 6: Map showing the locations of the playgrounds upgraded

Work done

The companies Wicksteed and GL Jones Playgrounds were appointed to carry out the upgrading work on the playing fields in Tywyn, Harlech, Caernarfon, Pwllheli, and Penrhosgarnedd during the claim period between July and September 2025. This work was completed by December 2025.

In the meantime, there was a request from a councillor for the children of Talysarn to use the old skate park for ball games. A contractor was appointed in October 2025 to carry out tarmac work on the site to create a ball playing court. This work was completed at the end of January 2026.

There was money left over in December 2025 due to the play equipment being cheaper than expected. Because of this, the project manager added another site in Penygroes to the plan. The equipment was installed by the end of January 2026.

Here is the specific work carried out:

Marine Parade, Tywyn: Installed a new multi-purpose frame



Y Waun, Harlech: Installed a roundabout for wheelchairs



Cae Glyn, Caernarfon: Installed a basket swing



Wembli, Pwllheli: Installed a webspinner



Cynan Road, Penrhosgarnedd: Installed a roundabout for wheelchairs.



According to our contact, the project went smoothly without any challenges, although we noted that some of the work was dependent on the weather which could have caused risks to the work.

One good practice we have identified is the collaborative process when carrying out the project. We understand that the team had a discussion to identify which playing fields needed more attention. This avoided any kind of unilateral decision making. The community was also part of the process in the planning stage; this can be seen where the public and a councillor were able to present their ideas.

Another good practice we have identified is reinvesting the budget in another project, where surplus money was used to provide additional equipment in another playground in Penygroes.

Lessons learnt

Based on the documents provided to us, these are the lessons learned from this project:

The importance of meaningful community engagement. The project benefited from ideas provided by community members and local councillors, which influenced the type of equipment chosen and the sites prioritized. This shows the value of maintaining communication channels with the residents that provide a local insight.

The value of being flexible within the project budget. As equipment prices were lower than expected, the team was able to reinvest the remaining money in additional play equipment for another site. This points to how adaptable financial planning can lead to better outcomes for the community.

Impact of Gwynedd Ni

Although many elements of the Gwynedd Ni program are still being delivered, there is evidence of early impacts on people, places, and delivery systems.

The program has created improvements in terms of accessibility and the quality of public spaces. There are upgraded playgrounds which provide more inclusive leisure opportunities for children by installing accessible equipment.

Improvements to public areas, such as those on Y Maes in Criccieth, have improved the daily experience of the town's residents. Feedback from town and community councils shows that these interventions are valuable, contributing to greater local pride. Importantly, several councils expressed that their projects would not be possible without the support of the plan.

In terms of impact on places in the project area, the program improves the physical fabric of town centres through upgrading amenities and preparatory feasibility work. In the case of the Maes in Criccieth, the improvements have complemented earlier investments. Although evidence of long-term results such as economic progress or an increase in the number of visitors cannot yet be shown, these changes could represent a precursor to the wider regeneration objectives in the County.

In addition to this, the Fund has engaged with 55 councils throughout the County, showing a wide reach. Feedback that we have collected consistently points to the value of responsive support from officers and clear communication. This has strengthened confidence to deliver amongst smaller councils and has contributed to positive working relationships between the Council and local stakeholders.

Conclusion

This evaluation shows that the Council has succeeded in laying the foundations for the regeneration of town centres and communities across Gwynedd. Although there are projects still underway, early evidence shows improvements to the quality of public spaces, accessibility, and the experience of local people.

The program has achieved progress in upgrading local infrastructure, providing accessible facilities, and supporting small community projects. The three case studies in this report show the benefits for local communities and highlight the value of an approach based on collaboration, clear communication, and ongoing support from Gwynedd Council officers.

The wider economic impact of the program is not yet fully visible, but early signs suggest that the initial improvements are laying the groundwork for long-term regeneration, triggering new uses of space, attracting more people to town centres, and opening the door to further investment.