

CYNGOR GWYNEDD CABINET



Report for a meeting of Cyngor Gwynedd Cabinet

Date of meeting: 10 June 2025
Cabinet Member: Councillor Medwyn Hughes
Contact Officer: Llyr Jones, Assistant Head of Economy and Community Department
Contact Telephone Number: 01286 679219 Ext 2219
Title of Item: Dinas Dinlle Car Park Management Plan

1 THE DECISION SOUGHT

That Cabinet support the proposal in the report to commence a process for making a permanent off street parking order at Dinas Dinlle Car Park and delegate authority to the Head of Economy and Community in consultation with the Cabinet member for Economy and Community and the Head of Legal Services to prepare an order which will make the experimental order permanent, and subsequently give notice thereof in the press in accordance with Regulation 22 and 23 of the Regulations.

2 THE REASON FOR THE NEED FOR A DECISION

Cabinet approval is sought to proceed with the legal steps of introducing an Off-street Parking Order.

3 INTRODUCTION

The Dinas Dinlle beach car park is within the responsibilities of the Maritime Service, Economy and Community Department. The car park has been established there for many years, and is popular with a range of users, including local residents and visitors to the area. A location plan of the site has been included as Appendix 1.

During the 2018/19 period, the Council considered a list of financial savings to address the financial deficit facing local authorities in Wales at the time. At its meeting on 19 February 2019, the Cabinet gave its approval to proceed to implement the savings schemes list, which included establishing parking fees on Dinas Dinlle beach.

The proposal was discussed with the Community Council in 2019, acknowledging that further details would need to be developed, as well as an opportunity to incorporate improvements to the site. Unfortunately, the development work had to be paused for a

substantial period because of the C-19 period and other resulting priorities.

During 2022/23 the Service identified resources to undertake preparatory work for a scheme to upgrade the car park. In 2023, we managed to obtain grant funding from the Welsh Government's Brilliant Basics programme, subject to spending most of the funding during 2023/4. A contractor was appointed to carry out capital work on the site between October 2023 – March 2024, including resurfacing work, adapting the entrances, marking individual parking bays, providing a bus stop, landscaping and upgrading of facilities such as bins, signage, picnic tables, railings and retaining walls.

Since the capital work was completed, further work has been done by the Service, with the intention of developing a long-term management plan for the site.

4 THE RATIONALE AND JUSTIFICATION FOR RECOMMENDING THE DECISION

The Maritime Service is responsible for managing and supervising many beaches along the Gwynedd coastline. A beach management plan has been developed with the aim of offering public and safe access to beaches and coastal resources for local residents and visitors, and thus facilitate activities to promote the local economy and contribute towards the well-being of our communities.

The plan identifies the main beaches in Aberdaron, Aberdyfi, Barmouth, Abersoch, Cricieth, Morfa Bychan, Pwllheli, Tywyn and Dinas Dinlle. The Maritime Service is responsible for the safety arrangements of beaches in these locations and appoints seasonal beach wardens to implement them.

The features of these main beaches are very varied, as well as the associated infrastructure and facilities. The car parking provision is an important part of the infrastructure – with parking fees payable for the car parks of the main beaches, with Dinas Dinlle as the only exception. When considering possible arrangements for introducing parking fees at Dinas Dinlle, many operational considerations have also been highlighted, and it is considered that there is an opportunity to establish a broader management plan for the site.

a) Introducing Parking Fees at Dinas Dinlle beach car park (Trial Period)

During initial discussions with the members of Llandwrog Community Council in 2019, it became apparent that there were local concerns around the proposal to introduce parking fees at Dinas Dinlle. Such concerns included the detrimental impact on the businesses and residents of the village, highway safety, and the opinion that the beach served a vast area of Gwynedd residents and contributed to health and well-being.

In the Spring 2024, and after completing the physical work on the site, the Service held further discussions with the Local Members and Members of the Community Council to draw up a package for the site. Following these discussions, it was decided to hold a trial period in August 2024 and introduce parking fees. It was felt that conducting a trial period would be advantageous, and for the period to be reviewed and appraised as part of the work to develop permanent management arrangements for the site.

A Traffic Regulation Order (Trial) was arranged for the site, and the trial period was operational between 16 August and 30 September 2024. During this period, the following parking fees were payable between the hours of 0900 - 1700 daily, via payment machines.

- Up to 1 hour: Free
- Up to 2 hours: £2.00
- Up to 3 hours: £3.00
- Up to 8 hours: £6.00
- Season Ticket: £25.00

After the trial period, a public consultation was arranged during October and November, inviting feedback from the residents of local businesses, car park users, statutory organisations and local groups.

The Service has reviewed and appraised the trial period, and the main conclusions are summarised below:

i) Managerial and operational considerations

When operating the arrangements of the trial period, feedback from Maritime Service officers noted:

- A delay in receiving and then connecting the payment machines led to the delay of the trial period.
- The electrical connection was lost during the first weekend of the trial period.
- Very wet weather during the last fortnight in August affected the numbers using the car park.
- The decision was made not to implement enforcement arrangements during the trial period, and many users did not pay the parking fee
- Payment machines worked well overall, but arrangements for the first hour being free were unclear on a few occasions
- It was seen that the gravel level within the grasscrete reduced as it settled, and it needed to be replenished regularly.
- The new entrances and layout of the car park worked well, but there were some cases where drivers ignored the 'one way' system within the car park.

ii) Financial considerations

Three payment machines were installed on the site, with payments being made by card or via the 'Pay By Phone' app. An analysis of the parking tickets was produced during the period of 16 August - 30 September, which is noted below:

Machine	Number of tickets	Number of paid tickets	Number of 'free hour' tickets	Number of season tickets	Income collected
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Dinas 1 (southern section)	1411	737	671	3	£1824
Dinas 2 (central section)	231	120	109	2	£336
Dinas 3 (northern section)	652	284	367	1	£696
Sub-total	2,294	1141	1,147	6	£2,856
Pay by Phone	371	371	-	-	£727
Total	2,665	1,512	1,147	6	£3,583

Parking tickets to the value of £3,583 were bought during the trial period.

a) Feedback and observations received during the public consultation

As a part of the public consultation, a bespoke questionnaire was prepared, inviting feedback by residents and local businesses, car park users and local organisations. Copies were available on the Council's website; Siop Gwynedd in Caernarfon and Pwllheli; and at Penygroes and Caernarfon libraries. Letters were sent to the residents of nearby businesses, local organisations, and the campaign was promoted in the press and on social media.

A copy of the report 'Review of Dinas Dinlle Car Park' (December 2024) has been included as Appendix 2.

We do not intend to repeat the report's entire content here, however, it is noted:

- That 248 responses were received (including 4 businesses)
- 43.9% of the individuals used Dinas Dinlle car park at least once a week.
- 82.8% of the individuals used the car park for longer than one hour.
- In terms of the experience of using the car park, 19% stated very good, 25% stated good, 28% stated acceptable, 14% stated poor, 8% stated very poor and 3% did not respond.
- 64% believed the parking fees were too high, and 30% believed that the fee level was fine.
- In terms of the site management arrangements, 50% believed that measures should be included for overnight stays in a vehicle; 36% of the opinion that measures should be included to prevent misuse of the blue badge parking spaces; 34% regarding misuse of the 'keep clear' spaces and the entrances; 28% regarding parking outside the parking bays; and 23% regarding misuse of the new bus stop.
- Enquiries were also made about the impact of parking fees on people facing socio-economic disadvantage, and 64% believed that it would

have a negative impact on them.

It is considered that the trial period was very useful and offered an operational experience of the arrangements to be introduced, offering an opportunity to reflect on the experience when drawing up long-term proposals. It is also considered that there is an opportunity to develop new management arrangements for the car park, attempting to address the issues that are broader than parking fees alone.

b) Other considerations for managing the Dinas Dinlle beach car park

A combination of carrying out a trial period, feedback from the public engagement work and the operational experience of the Maritime Service has highlighted many aspects that can be incorporated to the long-term management arrangements for Dinas Dinlle beach car park.

The table below attempts to summarise those aspects, offering recommendations for developing new management arrangements:

	Issue	Rationale (Summary)	Recommendation
i	Parking Fees	The Council's Cabinet has already established the principle of introducing parking fees in Dinas Dinlle as part of a savings package to address a budget deficit. The 2024 trial period has shown that it is practically possible. Fees would also generate a source of income to establish an annual maintenance budget.	To introduce parking fees as a part of the management arrangements
ii.	Seasonal fees	There is a seasonal pattern to the use being made of the car park by visitors. The machines are not suitable to be in an open and coastal location during the Winter months.	To introduce seasonal fees between 01 March – 31 October in line with the Council's parking structure.
iii	Locals Ticket / Season Ticket	It must be acknowledged that concerns have been received about the impact of charging fees on the village's businesses; and many locals who use it regularly (and very often promoting their well-being by doing so). In the survey, 65% believed that the fees were too high; and observations were also received in favour of free parking and / or an annual ticket for local residents. It is considered that an option of an annual ticket, at a reasonable cost, is important to maintain the busyness of the site, particularly by people making regular use of the car park.	To introduce arrangements offering a season ticket at a reasonable fee
iv	First hour for free	50% of the parking tickets were for a period of 1 hour, and it has been popular. The survey shows that the car park is	To introduce a free hour as a part of

		popular with local residents who use it regularly. It is also considered that the hour assists local businesses and reduces the impact on individuals facing a socio-economic disadvantage.	the proposed fees structure.
v	Overnight stays in vehicles	50% of responses received agree that vehicles which park overnight in the car park should be managed. Practically, people can be prohibited from staying in vehicles overnight.	To introduce measures prohibiting people from staying in vehicles overnight.
vi	Payment machines	The 2024 trial arrangements have shown that the machines work – via card or phone app.	To continue with the existing machines to receive payments
vii	Enforcement Arrangements	During the trial period, cases were seen where users did not pay, as the enforcement arrangements were not operational. There is a need to secure enforcement powers and arrangements to ensure suitable management of the car park.	To introduce enforcement arrangements as part of the management arrangements.
viii	To protect parking spaces for blue badges	Dedicated spaces have been provided, and there is a need to ensure suitable enforcement powers and arrangements to protect them from misuse.	To introduce enforcement arrangements as part of the management arrangements.
ix	Parking beyond the boundaries	Dedicated spaces have been provided, and there is a need to ensure suitable enforcement powers and arrangements to protect them from misuse.	To introduce enforcement arrangements as part of the management arrangements.
x	Protecting the bus stop	A bespoke public transport bus stop has been provided, and there is a need to secure suitable enforcement powers and arrangements to protect it from misuse.	To introduce enforcement arrangements as part of the management arrangements.
xi	Protection of keep clear areas / entrances	The layout of the car park has been designed to meet technical standards. Suitable enforcement powers and arrangements need to be secured to protect them from misuse.	To introduce enforcement arrangements as part of the management arrangements.
xii	Maintenance work	The upgrade plan has improved the condition and appearance of the car park. Maintenance work is required to ensure that the condition does not deteriorate	To earmark around 15% of the income for annual maintenance

		again. Specifically, the use of the car park in 2024 has highlighted the need to ensure that there is a sufficient level of gravel within the grasscrete.	
xiii	Yellow lines	There are seasonal 'No Waiting' restrictions on a section of the main road in Dinas Dinlle, operational from 10am-7pm between 1 June – 30 September. The restrictions have been marked with a yellow line and were repainted in 2023.	None

c) Proposed Parking Fees Structure

On 1 April 2025, changes came into force which led to an increase within the parking fees structure adopted by Cyngor Gwynedd. The parking fees structure places different car parks in bands, based on their features and location.

In accordance with section ii) of the above table, it is recommended that seasonal fees would be suitable for Dinas Dinlle car park. In accordance with the Council's parking structure (Band 3: Seasonal), a fee would be payable between 1 March and 31 October every year.

The main parking fees structure considers the features and locations of individual car parks. It is recommended that the fees structure for the Dinas Dinlle site considers specific circumstances, including

- Concerns that charging high parking fees could lead to vehicles being parked on the nearby narrow roads network – disrupting highway safety and local amenities
- The aim of the recent investment to create conditions which encourages use of the car park and associated facilities
- A historical close connection between the car park and businesses of Dinas Dinlle village
- The car park meets different needs, and arrangements which reflect that are needed.

As a result, it is recommended that a specific fees structure is considered for Dinas Dinlle to be operational from 0900 - 1700 daily, offering relatively short periods up to daily periods, e.g.:

- Up to 1 hour: No fee
- Up to 2 hours: £2.20
- Up to 4 hours: £4.20
- Up to 8 hours: £6.00
- Season Ticket: £30.00

The following structure is recommended specifically for the Dinas Dinlle beach car park to produce an income stream and contribute to the Service's income targets, taking into account the site's features and restrictions.

5 NEXT STEPS AND TIMETABLE

Subject to Cabinet approval, the next step would be to commence the legal steps of introducing an Off-Street Parking Order. The process includes carrying out consultations with statutory and local organisations and a period of public consultation.

5 ANY CONSULTATIONS HELD BEFORE RECOMMENDING THE DECISION

Chief Finance Officer:

I can confirm that there is an income target for Dinas Dinlle Car Park since Cabinet agreed to introduce a fee and is £57,930 for 2025/26. I therefore welcome the decision sought as a key step forward in implementing the previous decision.”

Monitoring Officer :

The report has been the subject of legal guidance. No observations to add in relation to propriety

Appendices

Appendix 1: Dinas Dinlle beach car park location plan

Appendix 2: ‘Dinas Dinlle Car Park Survey’ (December 2024)

Appendix 3: Equality Impact Assessment