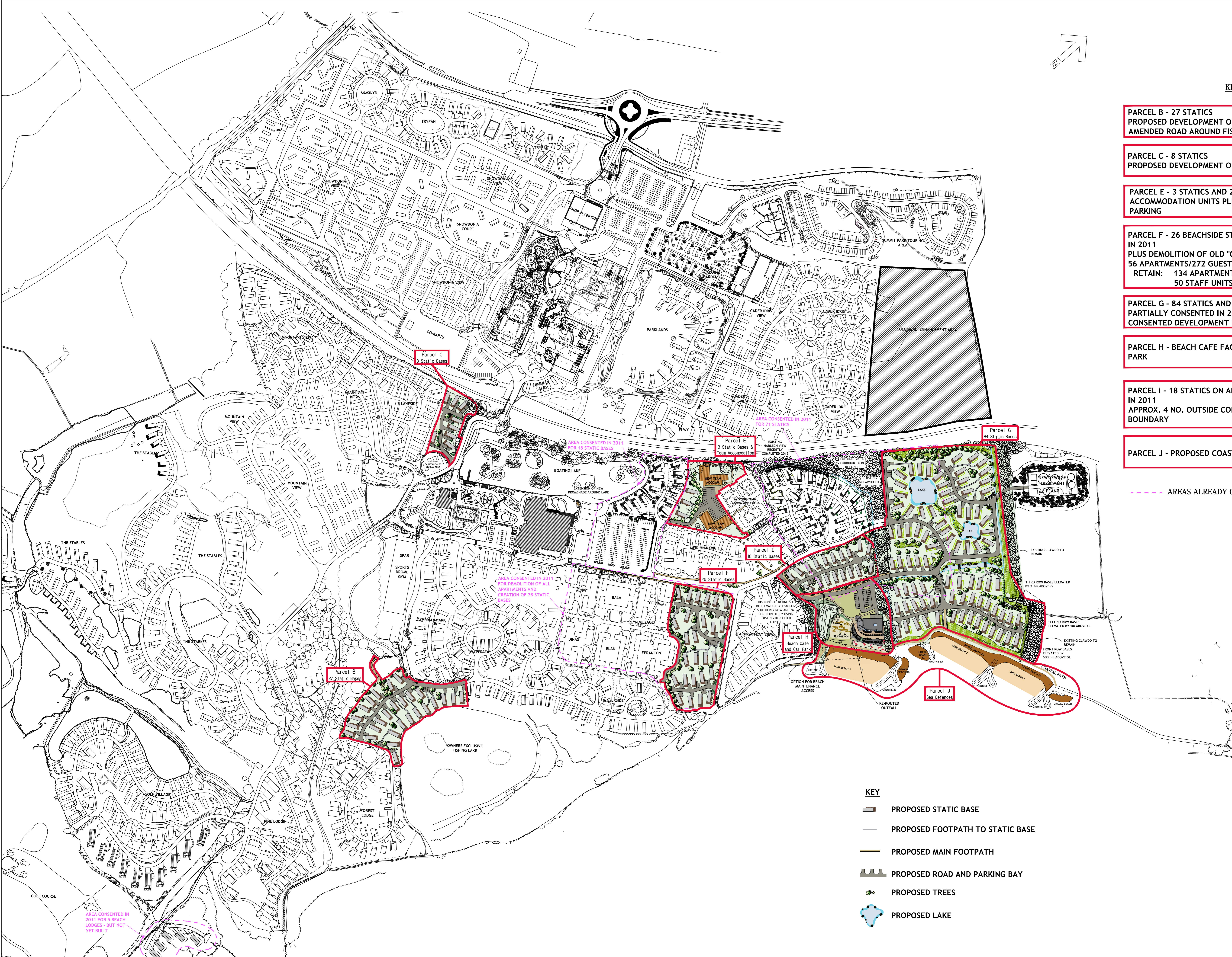


KEY

- PARCEL B - 27 STATICS**
PROPOSED DEVELOPMENT OF LAKESIDE ACCOMMODATION - AMENDED ROAD AROUND FISHING LAKE.
- PARCEL C - 8 STATICS**
PROPOSED DEVELOPMENT OF 8 NO. ACCOMMODATION
- PARCEL E - 3 STATICS AND 2 ADDITIONAL TEAM ACCOMMODATION UNITS PLUS REWORKED ROAD AND PARKING**
- PARCEL F - 26 BEACHSIDE STATICS ON AREA CONSENTED IN 2011**
PLUS DEMOLITION OF OLD "CHALET" LINES
56 APARTMENTS/272 GUEST BEDS
RETAIN: 134 APARTMENTS/831 GUEST BEDS
50 STAFF UNITS
- PARCEL G - 84 STATICS AND FEATURE LAKES ON AREA PARTIALLY CONSENTED IN 2011 - APPROX. 54 NO. OUTSIDE CONSENTED DEVELOPMENT BOUNDARY**
- PARCEL H - BEACH CAFE FACILITY, PLAY AREA AND CAR PARK**
- PARCEL I - 18 STATICS ON AREA PARTIALLY CONSENTED IN 2011**
APPROX. 4 NO. OUTSIDE CONSENTED DEVELOPMENT BOUNDARY
- PARCEL J - PROPOSED COASTAL DEFENCES**

--- AREAS ALREADY CONSENTED



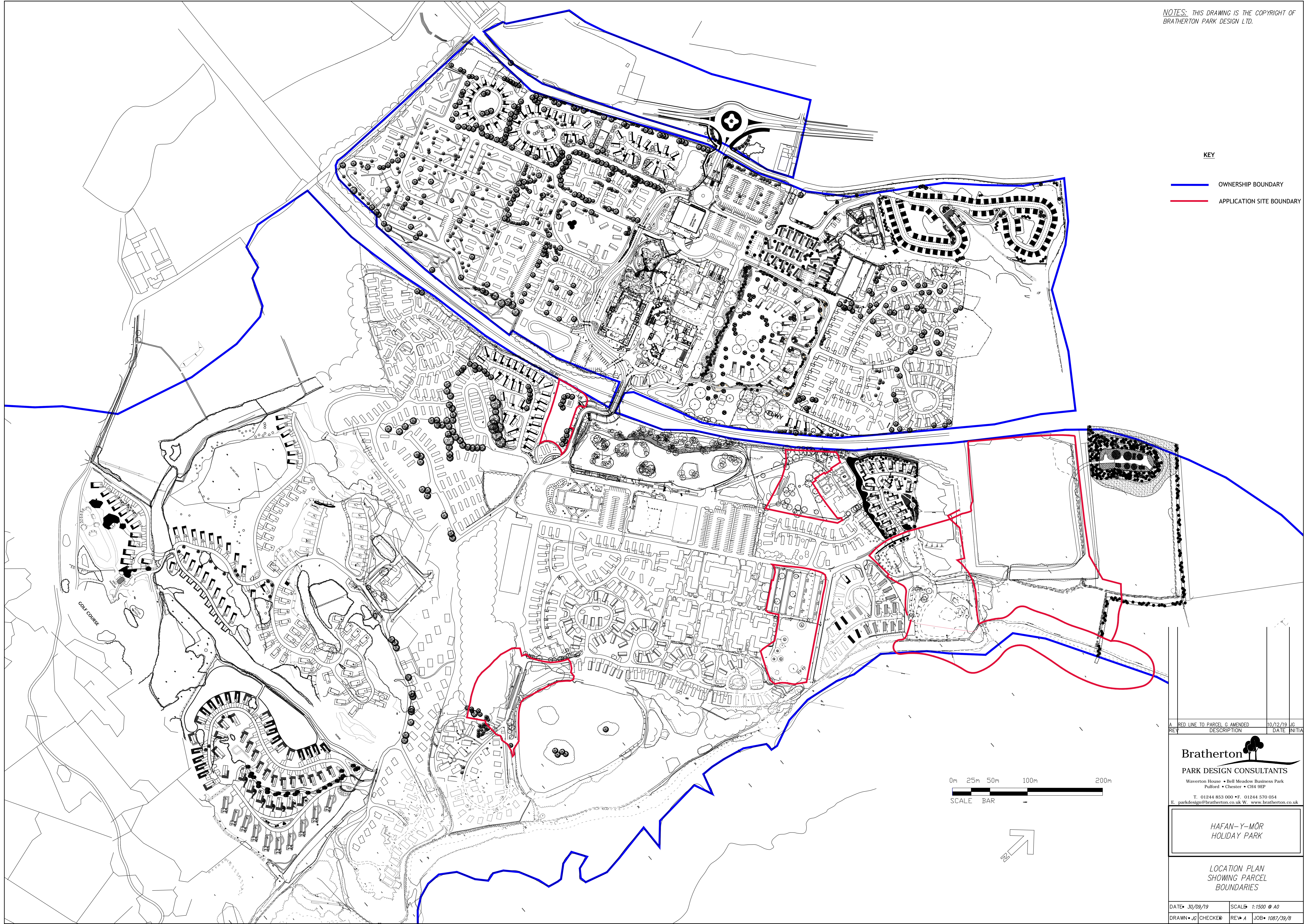
U	RED LINE TO PARCEL G AMENDED AND	10/12/19	JG
V	SIX BASE ADDED TO PARCEL I		
W	NOTE ADDED & MINOR ADJUSTMENTS	24/10/19	JG
X	PARCEL H AND E AMENDED	17/10/19	JG
Y	PARCELS I AND H AMENDED	09/09/19	JG
Z	GENERAL AMENDMENTS	05/08/19	MY
AA	BEACH CAFE AREA AMENDED	30/07/19	JG
AB	KEY AMENDED, NOTES ADDED	26/06/19	JG
AC	N. WEST OF LAKE AMENDED	20/06/19	JG
AD	DEV. EAST OF LAKE AMENDED NOW 15 NO.	10/06/19	JG
AE	EAST FIELD DEV AMENDED+1 BASE ADDED	20/05/19	JG
AF	LAYOUTS AMENDED	20/05/19	JG
AG	S. BEACH PITCHES IN SW CORNER ADDED	13/05/19	JG
AH	AREA G AMENDED	16/04/19	JG
AI	LAYOUT ADJUSTED	12/09/18	JG
AJ	LAYOUT ADJUSTED	20/08/18	JD
AK	NOTES/KEY AMENDED	24/07/18	JG
AL	BEACHES/GROYNES/CAFE/PATH AMENDED	06/07/18	JD
AM	NOTES/CARAVANS AMENDED	15/05/18	JD
AN	PROPOSALS AMENDED	30/04/18	JD
AO	PROPOSALS AMENDED	23/03/18	JD
AP	GROYNES AND COASTAL AREA AMENDED	14/11/17	JD
REV	DESCRIPTION	DATE	INITIA

- KEY**
- PROPOSED STATIC BASE
 - PROPOSED FOOTPATH TO STATIC BASE
 - PROPOSED MAIN FOOTPATH
 - PROPOSED ROAD AND PARKING BAY
 - PROPOSED TREES
 - PROPOSED LAKE

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HAFAN-Y-MŌR
HOLIDAY PARK

ILLUSTRATIVE MASTERPLAN



KEY

- OWNERSHIP BOUNDARY
- APPLICATION SITE BOUNDARY

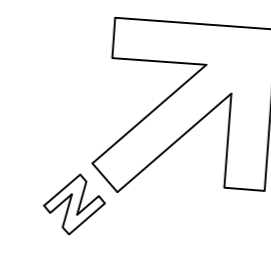
REV	DESCRIPTION	DATE	INITIALS
A	RED LINE TO PARCEL G AMENDED	10/12/19	JG

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HAFAN-Y-MŌR
 HOLIDAY PARK

LOCATION PLAN
 SHOWING PARCEL
 BOUNDARIES

DATE • 30/09/19	SCALE • 1:1500 @ A0
DRAWN • JG	CHECKED • JG
REV • A	JOB • 1087/39/8



- PHASE 1 - 2020/21**
- Coastal Works;
 - Deposition of arisings from Coastal Works on Parcel G and terracing;
 - New vegetation north east of Parcel G to give time to establish before construction works start;
 - Parcel B (27 Bases for Static Caravans);
 - Parcel C (8 Bases for Static Caravans);
 - Parcel E (3 Bases for Static Caravans and Team Accommodation; and
 - Parcel F (26 Bases for Static Caravans).

- PHASE 2 - 2021/22**
- Beach Cafe (Parcel H);
 - Parcel I (18 Bases for Static Caravans); and
 - Rerouted Road to Sewage Treatment Plant.

- PHASE 3 - 2022/23**
- 2 Lakes and 35 Bases for Static Caravans on Parcel G.

- PHASE 4 - 2023/24**
- Parcel G Remainder (49 Bases for Static Caravans).

..... DIVERTED COASTAL PATH DURING PHASE 1 COASTAL WORKS

— ROUTE OF CONSTRUCTION VEHICLES FOR CONSTRUCTION OF COASTAL DEFENCES



REV	DESCRIPTION	DATE	INITIALS
B	PARCEL I NOW 18 BASES	10/12/19	JG
A	COASTAL PATH DIVERSION ROUTE ADDED	22/10/19	JG

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HAFAN-Y-MŌR
 HOLIDAY PARK

PHASING PLAN

DATE: 09/10/19 SCALE: 1:1500 @ A0
 DRAWN: JG CHECKED: REV: B JOB: 1087/39/9



BOURNE
LEISURE
LIMITED

Hafan y Môr

Vision | Draft for discussion

November 2017



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Bourne Leisure Investing

Bourne Leisure, established in 1964, is a significant contributor to Great Britain's tourism economy, operating a total of more than 50 holiday sites. These sites comprise hotels and holiday resorts; family entertainment resorts; holiday villages; and holiday parks. They are managed by a number of subsidiary companies which include Butlins, Warner and Haven. Bourne Leisure is the leading owner/operator of holiday parks in the UK.

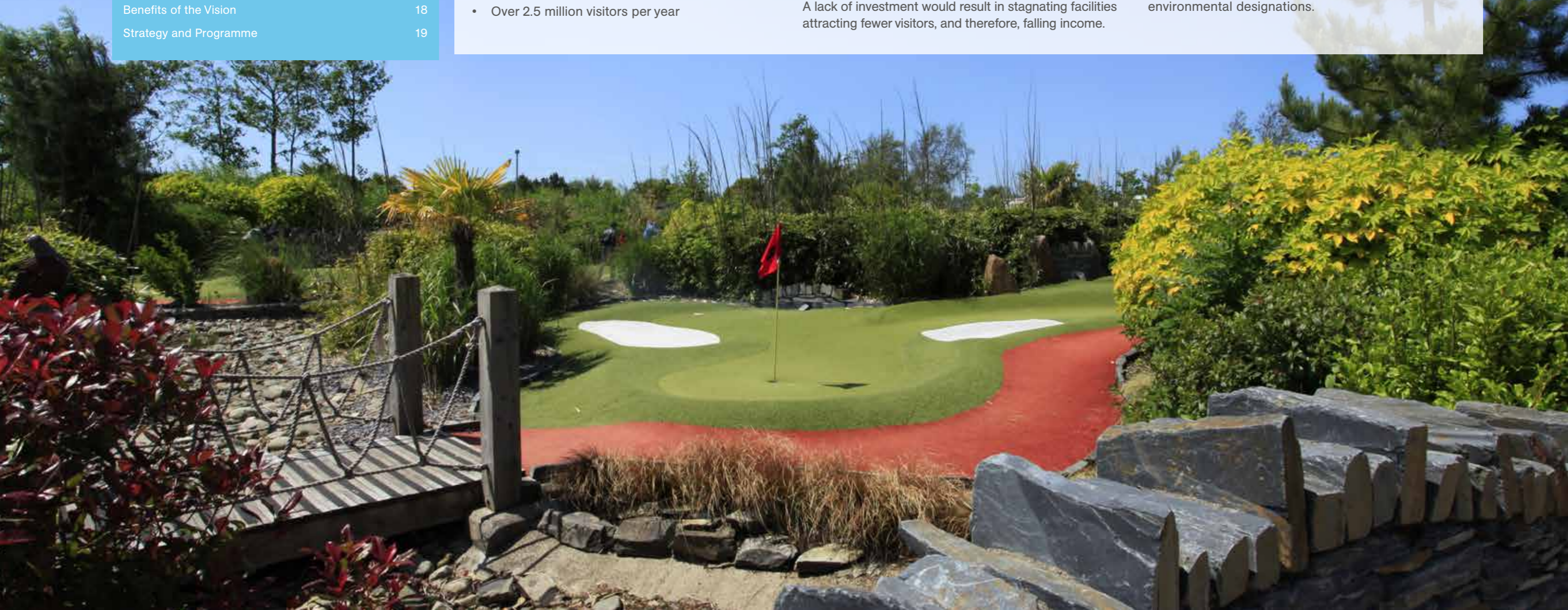
- Employs some 4,600 full time staff and 7,400 seasonal/part time staff
- The business generates around £1 billion turnover
- Leisure asset base in excess of £2.5 billion
- Over 2.5 million visitors per year

One of the Company's overriding aims is to continually improve the quality of their visitor accommodation and facilities. For Bourne Leisure to continue to attract customers, the Company has to invest regularly, to maintain a product that meets customers' expectations. In particular, the Company seeks to ensure that the facilities at all of its sites are good quality and well maintained, necessitating a programme of replacing older facilities. In addition, Bourne Leisure needs to ensure that accommodation is of high quality, necessitating the upgrading and replacement of older caravans and the introduction of new caravans.

Significant investment is required to maintain and enhance the viability and attractiveness of all of the Company's operations as "destinations" in their own right. A lack of investment would result in stagnating facilities attracting fewer visitors, and therefore, falling income.

This harmful outcome for the Company would, in turn, have wider detrimental effects on the local economy (e.g. reduced employment and local spending). Bourne Leisure, therefore, has active development programmes for the maintenance and enhancement of all of their sites and the Company's sites are under continual review to ensure that the facilities provided are adapted to respond to changes in the tourism market. In 2014 about £90 million was spent on its Holiday Parks and in 2016 £60m was invested.

Expansion of existing sites may also be required in some circumstances, e.g. to facilitate the provision of new facilities and to meet higher amenity standards, whilst taking into account the specific environmental constraints imposed by a site's location and environmental designations.



Importance of Tourism to the Area

Planning Policy Wales (PPW) acknowledges that tourism is vital to economic prosperity and job creation in many parts of Wales. In the local context, this is echoed by the adopted Gwynedd/Anglesey Local Development Plan (LDP) which identifies;



Tourism brings into Gwynedd each year **over £851 million**



and supports over **15,819 local jobs**



The Gwynedd Destination Plan¹ states that every year, over **7 million people visit Gwynedd**



with over **21 million tourist days**



including almost **18 million overnight stays**

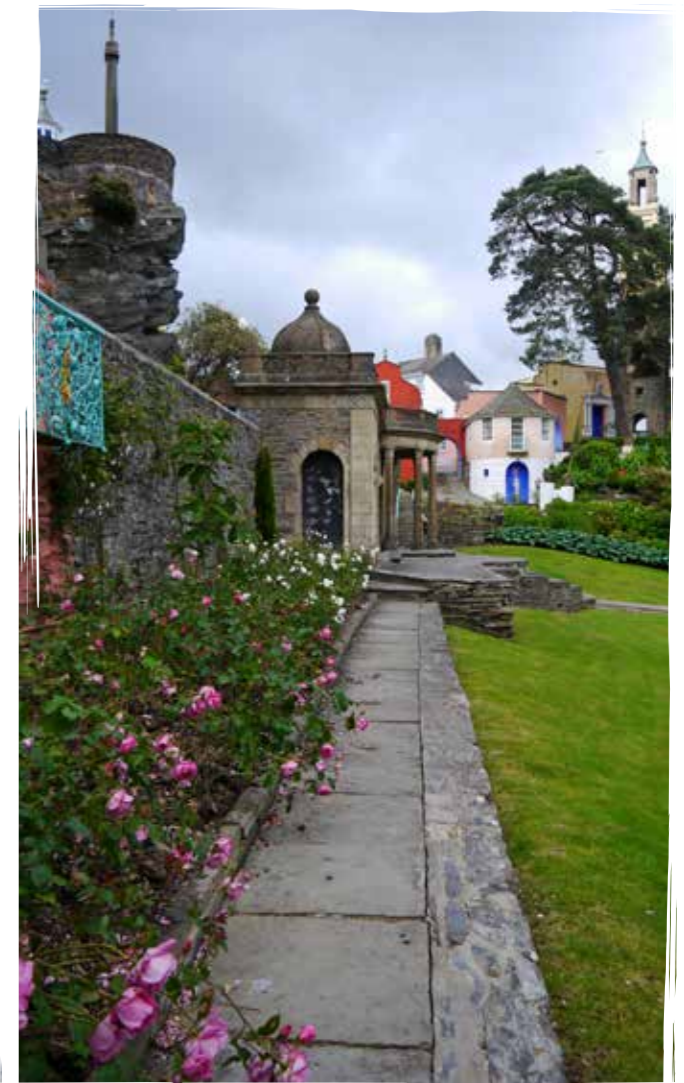
It is clear that the economic importance of tourism to the local area is significant. However, in order to maintain the current and potentially enhance the level of tourism it is important that the attractions and accommodation providers are supported and encouraged to meet the challenges and changing expectations of visitors by improving their offer, both the facilities and accommodation. This is explained in the LDP (para 6.3.59).

LDP strategic policy PS14 recognises the importance of the visitor economy and sets out the Council's commitment to supporting the development of a year-

round local tourism industry by managing and enhancing the provision of high quality accommodation, including existing static caravan sites. The LDP supports the re-development and improvement of tourist facilities but, for holiday parks by way of example, recognises that any development must be proportionate to the size of the park and that it should provide an improvement in the range and quality of the tourist stock alongside landscape and environmental improvements. Developments must also be appropriate when considered against other policies in the Plan.

Technical Advice Note 13 (Tourism) explains that in some cases, to facilitate improvement or relocation, local planning authorities may need to consider some expansion of the area covered by a site, so that improved layouts and better landscaping can be implemented.

The local policies of the LDP are consistent with the Welsh Government's aim for tourism to grow in a sustainable way and to make an increasing contribution to the economic, social and environmental well-being of Wales.

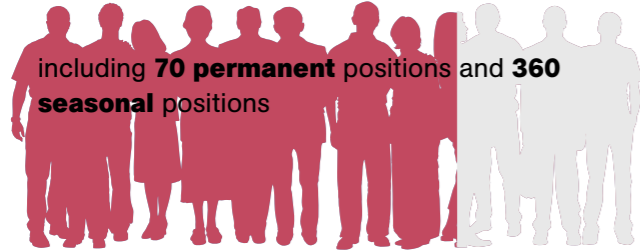


¹ A management plan in pursuit of nationally recognised issues of sustainability, quality, competitiveness and partnership within the tourism industry. Production of the plan is supported by Visit Wales.

Hafan y Môr's Contribution

Hafan y Môr covers 179ha. The Park includes 1,025 static caravan pitches, 75 touring pitches and 215 fleet chalets. The Park is an important contributor to the local economy and tourism sector:

430 staff



70% of staff live locally, within 4 miles of the park

The Park also employs two contract cleaning companies on a seasonal basis which have approximately **30 staff** working on the Park.

Hafan y Môr welcomed over **200,000 people** in 2016



Aerial of Park

The aerial photo shows the general layout of the Park but is 'out of date' (Google 2009). The aerial photo available on Bing Maps is more recent but copyright means it cannot be reproduced in this document.

In the last 5 years, to operate and develop the business, Bourne Leisure invested around

In 2016/17 a further £5.5m is being spent on the Park



The Park is also very active in the local community and provides significant support for the Welsh Air Ambulance, raising in excess of £7,000 each year. Over the past three years the Park has developed three of the permanent Hafan team into Welsh Air Ambulance service first aid responders. The CFR schemes have been set up around Wales since 1998 and make a vital difference to the lives of those in medical emergencies, particularly in rural areas such as where Hafan y Môr is located. The park also supports the RNLI and is the main sponsor for Pwllheli Rugby Football Club.

Hafan y Môr: A Brief History

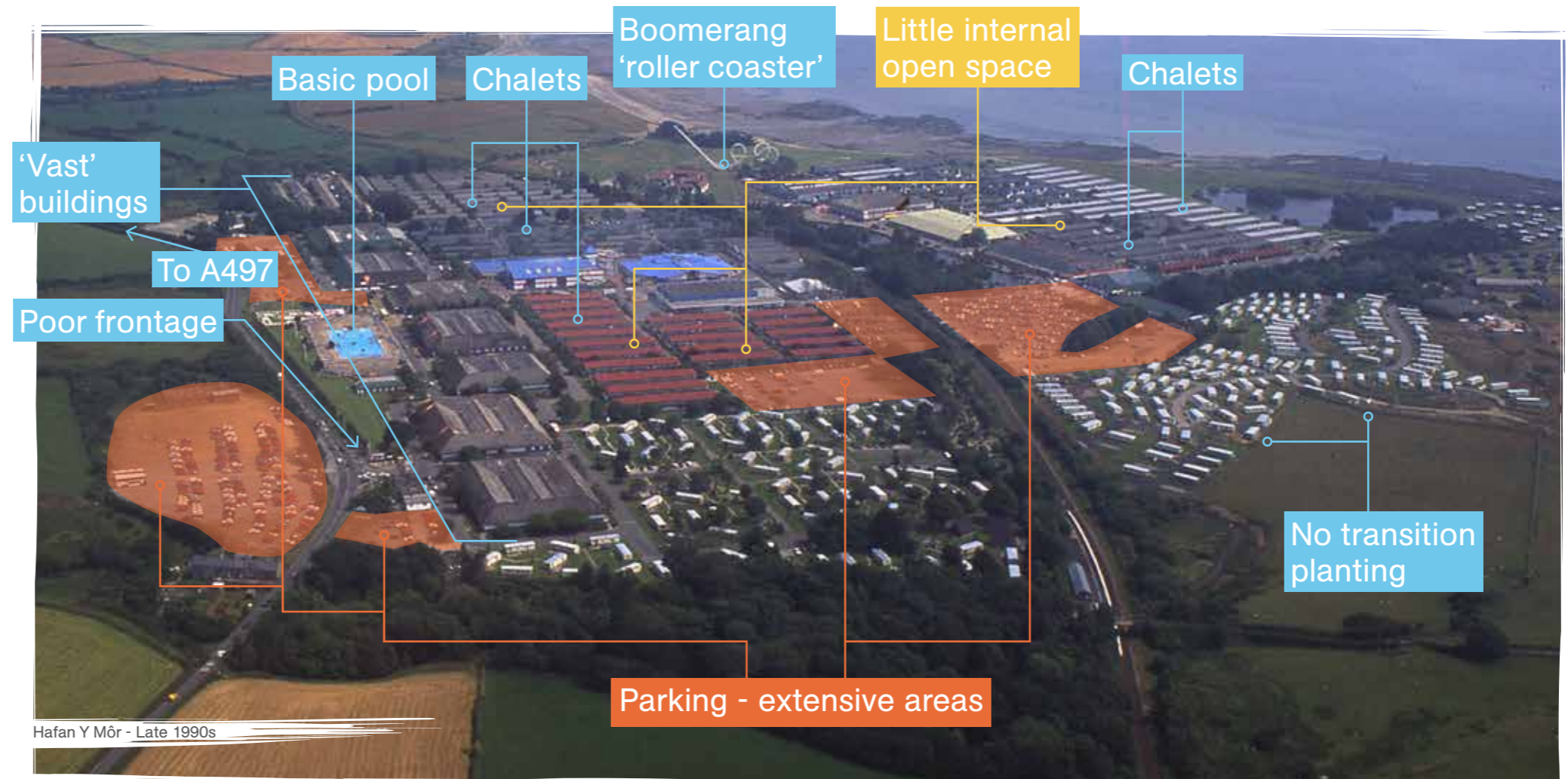
The site was originally developed in the 1950s and was formally a Butlins camp known as 'Starcoast World', owned by the Rank Group. In 2001 the site was purchased by the Bourne Leisure Group. Today, the majority of the site is occupied by static caravans and the site can accommodate approximately 6,000 people. In the past, when the site consisted mainly of chalet accommodation, it could accommodate a visitor population of approximately 10,000 people.

In 1997, in response to the declining quality of many older buildings dating from the 1950s Butlins era and the reduced demand for chalet style accommodation, a number of planning applications were submitted. The applications proposed development to significantly upgrade the site, both in terms of its accommodation (upgrading the facilities to a predominantly holiday caravan site) and its landscape setting within the wider area by introducing extensive landscaping.

This scheme was intended to - and with Council support - achieve a transformation of the site.

The 1990's proposals included the demolition of existing large scale buildings and chalets and installation of static caravans (up to 442); change of use of land for car parking and leisure / recreation areas; relocation of pine lodge development; and, the withdrawal of a number of existing applications. The applications were approved in 1999. The changes at the site also resulted in a shift in the guest profile which, in turn, produced a number of economic benefits to the local area.

The photos to the right are a reminder of how Starcoast World looked 20 years ago. It was very dense, and in places, congested.



Southside Bonga Wonga



Showbar building on left looking up towards what is now reception



Showbar on right looking towards bridge over railway



View from Penychain. Limited boundary planting in 1990s and attractions such as the Boomerang and aerial ropeway have a visual impact



In the 1990s (and earlier) the aerial ropeway transported guests to and from the coast. It had a significant effect on the landscape of this area of the coast











The original entrance and main road: utilitarian design. Note fencing and limited planting. No shelter to wait for buses. A relatively 'urbanised' environment



The southern part of Starcoast World - extensive chalets and Boomerang rollercoaster - that was visually intrusive. Chalets required significant investment to create Hafan y Môr

Enhancing Hafan y Môr: The '2020 Vision'

The 1990's planning permission was a good start, and this was reinforced by a number of further projects in 2004/05. In 2004 the new entrance was approved, at the time the A497 was upgraded, along a new alignment. However, Bourne Leisure recognised the need for further investment, to continue to transform the site. This led to the submission of an outline planning application in March 2010 for the '2020 Vision'; phased enhancements of holiday accommodation and landscaping improvements at the Park to create a 5-star standard, environmentally conscious caravan park holiday destination which included:

-  Removal of a further 450 chalets;
-  Creation of 209 static caravan pitches;
-  Creation of 75 new bases for lodges;
-  Touring area for up to 75 caravans and a facilities building;
-  9-hole golf course;
-  Permissive coastal footpath;
-  Landscape planting and habitat creation; and
-  Creation of a linear park.

A key objective of the '2020 Vision' was to secure a lower density development and provide enhanced landscaping and significant biodiversity improvements. Now in 2017, many of the elements of the '2020 Vision' have been completed and the photographs show the projects that have been delivered with new high quality static caravan, lodge and touring pitches alongside substantial landscaping. The remainder of the '2020 Vision', the last 2 years, is well underway.

The '2020 Vision' Masterplan



9-hole golf course



New touring area

Creating Hafan y Môr: The '2020 Vision'

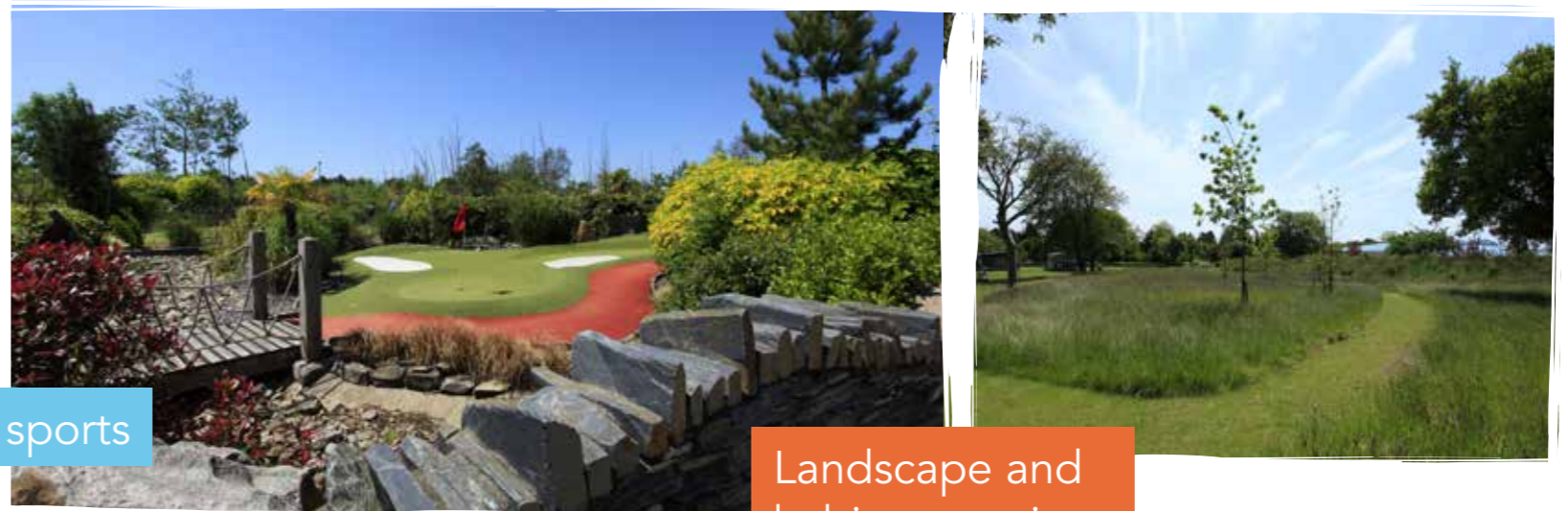
Enhanced landscape planting



New lodges



New sports



Landscape and habitat creation

Hafan y Môr – The Ecology Enhanced

Managing the ecology and enhancing habitats is a key part of Bourne Leisure's approach to its sites, especially at the extensive coastal holiday parks such as Hafan y Môr.

A range of projects have been instigated at Hafan y Môr and are the subject of ongoing surveys and management. This includes, in particular, the works to enhance the SSSI, create a reptile transportation area and provide animal focused accommodation. A number of the projects are described here.

Management of Morfa Abererch SSSI

Bourne Leisure is implementing a range of habitat management and enhancement measures on the part of Morfa Abererch SSSI within their ownership, between the Penychain headland in the east to the former farmstead at Ty'n-y-Morfa along the coast towards Pwllheli.

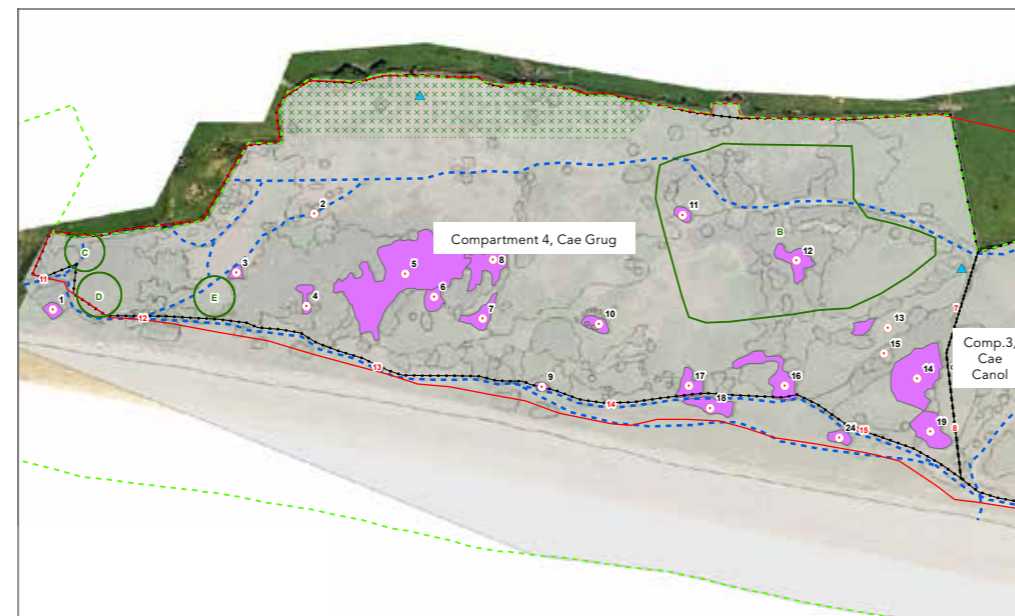
Carefully managed stock grazing is being established by the introduction of 22 Carneddau ponies from Snowdonia to control more competitive or aggressive species such as bracken and bramble, and a range of measures is being undertaken to encourage the expansion of important coastal heath habitats. The measures have been designed by ecological and agricultural specialists and agreed with Gwynedd Council and Natural Resource Wales. Successful implementation will reverse recent deterioration in the condition of the SSSI's habitats and ensure that this nationally important site is managed in a sustainable way into the future.

The examples on the right illustrate the stock fencing (that cost £70,000 to install) and other provisions that are being made to introduce stock grazing, and the location of some of the proposed habitat enhancement trials. The stock grazing regime will extend to several rush pasture fields adjacent to the golf course (eg. RB2 and RB3) so this will also benefit the biodiversity of these grasslands. Bracken has also recently been rolled to try and stop its expansion.

The SSSI is used by local people and visitors for walking and other informal recreation, and the Wales Coastal footpath runs along the coastal margin. The measures being implemented make provision for these activities to continue.



Stock fencing and other grazing provision on the central part of the SSSI



Sites of proposed habitat management/enhancement trials on the western part of the SSSI

- Legend**
- SSSI Boundary
 - Bourne Leisure Boundary
 - Dwarf Shrub Heath/Grass Heath (2016)
 - Trial habitat management/creation area (A-F)
 - Low value area suitable for disposal of arisings
 - Proposed stock fencing, including stock handling pens
 - Paths, alignments to be confirmed
 - ▲ Water Facilities
 - Proposed gates/stiles
 - Target note

Habitat Creation on the Golf Course

A programme of wildflower grassland creation has been undertaken within the 'roughs' on the new golf course over the past few years. Existing species-poor and low value grasslands have been converted to richer grasslands of higher biodiversity value by re-sowing with mixed wildflower seed taken from species-rich grasslands elsewhere on the Llŷn Peninsula, including from Caeau Tan y Bwlch SSSI (with consent of NRW). Inspections of these new grasslands during the late summer/autumn have shown that they support a range of species characteristic of species-rich grasslands such as eyebright, yellow rattle and black knapweed.

Bats

A survey in 2013 found four species of bat using the 'bat chalet', including a maternity colony of at least 37 soprano pipistrelle bats and smaller numbers of common pipistrelle, brown long-eared and lesser horseshoe bats. The chalet was checked in Spring 2017 and this confirmed that it remains in use.

Bourne Leisure is undertaking annual inspection and maintenance to ensure that the bat boxes and bat chalet



Stock proof fence



Old chalet retained and converted to provide bat roosting facilities



Heated bat maternity roost box



Bat boxes and other roosting provision within bat chalet

Mitigation and Enhancements for Bats



Reptile Mitigation and Enhancements



Excavation of deep trench and infill with rubble

Installation of chambered blocks with bark fill as hibernation sites and reptile access 'tunnels'

Finished hibernaculum on the reptile receptor site, with additional piles of brush to provide further cover and basking sites for reptiles

Clearance of gorse scrub around the recently constructed artificial reptile hibernaculum on the golf course



Carneddau Ponies: 22 recently introduced by Bourne Leisure to the SSSI



Finishing off with local boulders

Following establishment of the reptile receptor site, a total of 282 reptiles were transferred to it in 2012, from an area of consented static caravan development. In total, 214 slow worms, 35 common lizards, 15 adders and 18 grass snakes were moved.

Monitoring of the translocated populations in 2016 confirmed that all four species were present on the receptor site and that slow worms, common lizards and adders were breeding successfully. Further monitoring is being undertaken in 2017. As part of the mitigation package for the new sewage treatment plant, the receptor site was enhanced in autumn 2017 with the creation of three new reptile hibernacula/basking structures. As part of the STP work, 21 slow worms were translocated to the receptor site in October 2017.

Bourne Leisure is implementing an annual maintenance programme to ensure that the habitats on the receptor site continue to provide good conditions for reptiles.

Creating Hafan y Môr: The Improvements so Far...

Since Bourne Leisure purchased Hafan y Môr, the various planning applications have resulted in a transformation of large areas of the Park. It is now well established as a '5 star' holiday park in line with the key objective of the '2020' Vision. The changes at the Park are the result of £9m of investment by Bourne Leisure in the past 5 years.



Challenges

A number of 'challenges' and areas for improvement remain at the Park

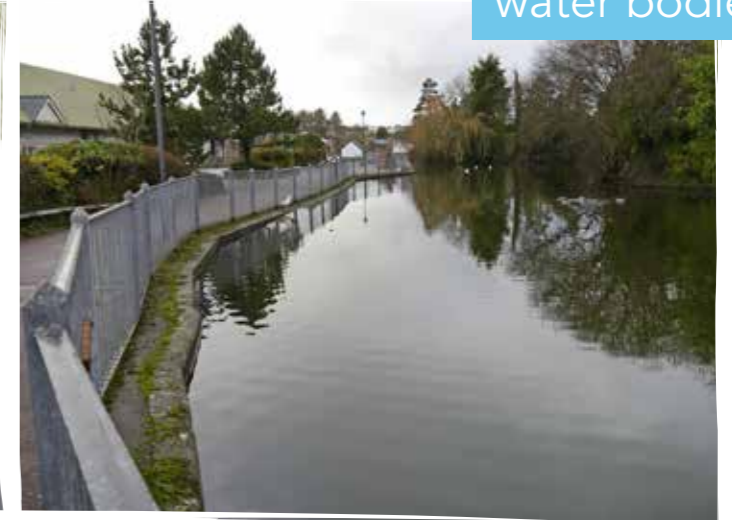
Unattractive water bodies



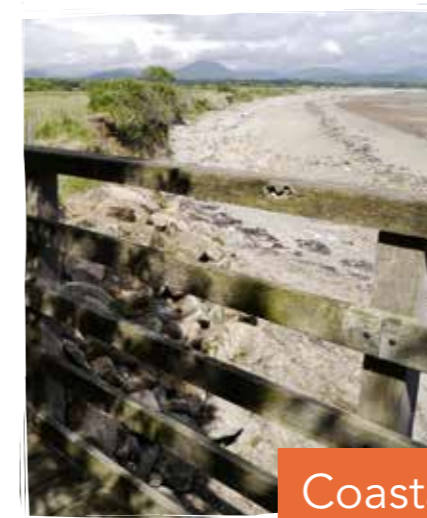
Sewage treatment plant



Remaining 'old' buildings, including chalets



Unattractive frontage to coast and coastal path



Coastal erosion



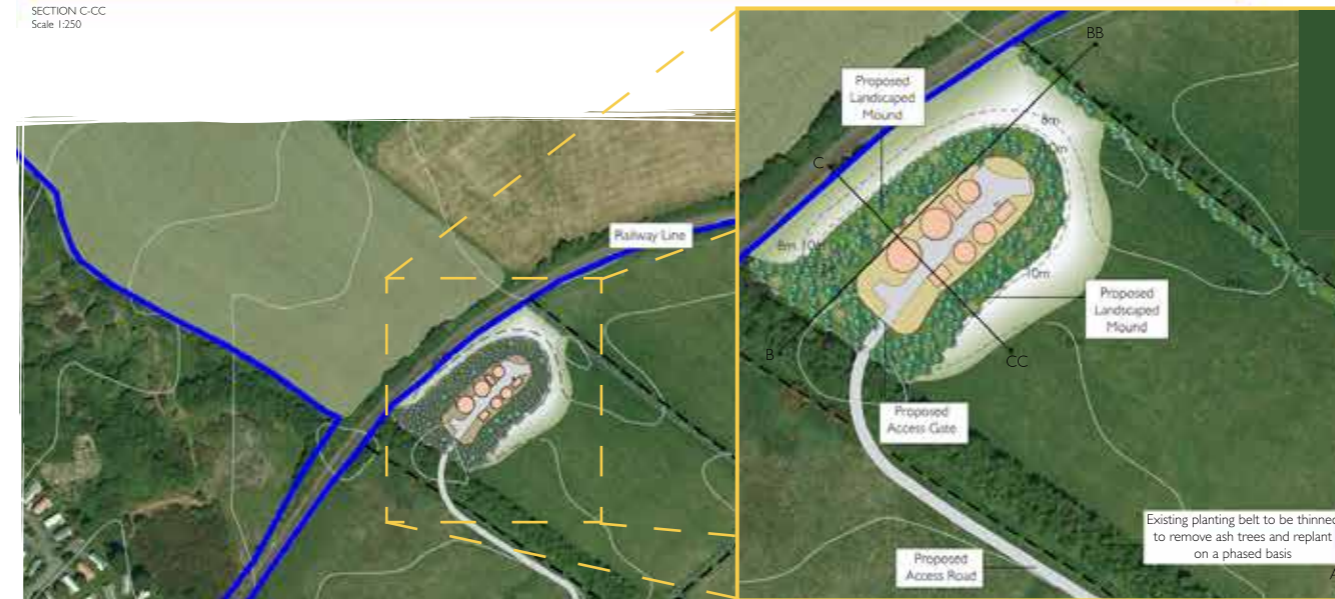
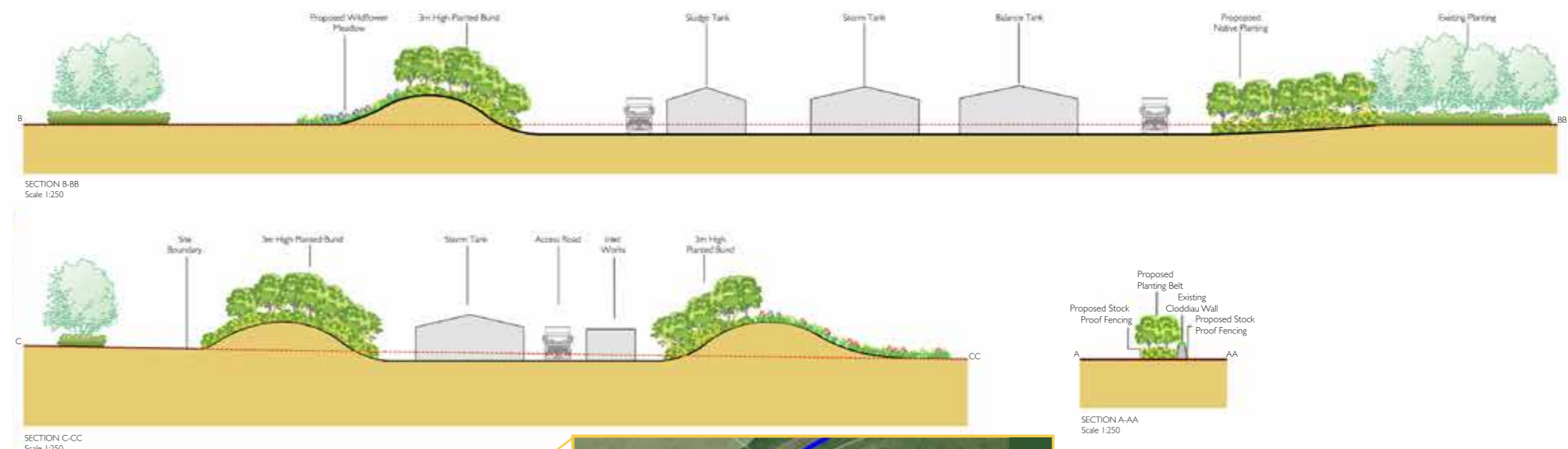
Relocation of the Sewage Treatment Plant

One of the critical challenges to address immediately is the replacement of the existing sewage treatment plant (STP) at the Park.

The current sewage treatment plant is located adjacent to the Llŷn Peninsula coastline. The existing plant is at the front of the Park overlooking the beach and coastal footpath. The design of the current plant is unsightly and is at the end of its serviceable life.

A planning application for the demolition of the existing plant and the erection of a new sewage treatment plant was approved on 21 September 2017. Implementation of the new STP will start November 2017. Once the new plant is up and running, the existing STP will be removed.

The new plant is an essential infrastructure upgrade for the Park to operate successfully in the future requiring £2-£2.5m investment.



LEGEND

	Existing Trees		Proposed Wildflower Meadow
	Proposed Trees		Buildings
	Proposed Pine Trees		Existing Contours
	Proposed Structure Planting		Proposed Contours
	Proposed Gate		Existing Cloddiau



Sewage treatment plant



Photo of the site

Opportunities: The '2030 Vision'

The '2020 Vision' is nearing completion and Bourne Leisure is planning for the future of the Park to ensure its continued success in the local area.

The emerging plan seeks to address the remaining challenges at the Park and invest to refresh and modernise areas of the Park which remain outstanding. Some of the proposals already benefit from planning permission and are effectively 'rolled forward', as shown on the masterplan.

- 1 **New static caravan area behind the beach** – part of this site currently has planning permission for 85 static caravan pitches. The proposal is to increase the number of units by extending the development; approx. 140 high quality static pitches are proposed (an increase of 55 compared to the current permission).
- 2 **Beach café/water sports centre** – given the coastal location, Hafan y Môr is exploring the option for a beachside café and potential water sports facility. This concept has been successfully implemented by Bourne Leisure at its Devon Cliffs Holiday Park.

- 3 **Redevelopment of 1960s chalets** – four rows of 1960s apartments remain at the Park (56 units), the rest have been redeveloped over the past 2 years. These remaining chalets will be demolished and redeveloped to provide car parking and landscaping.
- 4 **New lake area static caravan pitches** – 10 static caravan pitches are proposed adjacent to the existing lake.
- 5 **Old stables** – to be converted to approximately 12 new pitches.
- 6 **7 new pitches** – on the location of the secondary sales ground.
- 7 **'Bonga Wonga', Mash & Barrel, Owners Club and Lakeside** – 'Bonga Wonga' and the surrounding area are a relic of the Park's Butlins days and is a very poor quality environment. It is proposed to demolish 30% of 'Bonga Wonga' and, in the remaining area, develop a high quality Owner's Club with an adjoining lakeside garden. The existing Mash & Barrel restaurant will be refurbished and new lakeside terrace introduced potential for 8 pitches to the west.



Wider '2030 Vision'

Potential New Areas of Development

- New pitches (permitted)
- Possible lake improvements and re-styling of the lakeside activities area
- Potential new pitches
- Possible lake improvements and re-styling of the lakeside activities area
- Approximate line of consented development boundary
- New parking, road layouts and landscaping
- Potential refurbishment / demolition of the 'Bonga Wonga' showbar building
- Possible new 'South Beach Cafe' facility and activity centre
- Coastal defences to be explored
- Site for new sewage treatment plant: approved September 2017
- Existing lakes



Coastal Erosion - Bourne Leisure, a Responsible Owner

Coastal erosion at Hafan y Môr is a concern to Bourne Leisure. Elsewhere – at other Haven Parks – it has successfully addressed coastal erosion. Two examples are referred to in the text boxes to the right. Bourne Leisure and its expert advisers have reviewed the Shoreline Management Plan (2011) and note that the holiday village frontage lies in PDZ12 Coastal Snowdonia: Traeth Dyffryn to Penychain and, in particular, the policy unit is 12.25 Pen y Chain East. There are existing linear rock revetment defences protecting approximately 350 metres of the park frontage in front of the existing Sewage Treatment Plant (STP), in policy unit 12.25. Whilst the policy plans for the 3 epochs 2025, 2055 and 2105 is for ‘no active intervention’ (NAI) the policy is clear that ‘This might not preclude local private management of defences subject to normal approvals.’

This vision therefore includes a notional coastal defence scheme, for completeness. However, it is not anticipated that the local planning authority will comment on this at this stage as we need to first develop the scheme with NRW input. We will keep Gwynedd Council fully informed about progress with the discussions.

Bourne Leisure recognises that the foreshore lies within the Pen Llŷn a'r Sarnau Special Area of Conservation (SAC) and the Glanllynau a Glannau Penychain: Griccieth Site of Special Scientific Interest (SSSI) and is considering the nature of a defence solution that avoids unacceptable effects on the designated sites. As previously advised by Gwynedd Council, Bourne Leisure is arranging discussions with Natural Resources Wales regarding the emerging proposal.

The initial design work is based on an approach to avoid any unacceptable impact on matters of ecological importance whilst protecting the Holiday Park. It also means the coastal path – a significant public benefit – will be protected.

Lakeland Holiday Village, Morecambe Bay

On the north side of Morecambe Bay is Lakeland Holiday Village. Morecambe Bay is a large estuary with a big tidal range. The holiday park is generally below sea level and is protected from inundation by an earth embankment with a salt marsh providing protection on the seaward side. In 2006 new channels were formed in the salt marsh and this caused rapid erosion of the salt marsh grass area. This threatened the earth embankment and the holiday park. A rock armour revetment together with a large rock armour groyne was constructed in partnership with the Environment Agency in 2006-2008 and successfully defended the holiday park. Morecambe Bay is a highly designated site and all the necessary approvals for working in this environment were obtained.



Hopton Holiday Village

Bourne Leisure owns a substantial holiday park on the east coast of Norfolk, just south of Great Yarmouth. In 2008 a new Outer Harbour was constructed at Great Yarmouth moving the shoreline approximately 600 metres seaward. This caused changes to the tidal flows in the area and a consequence was the failure of the sea defences protecting the caravan site. The holiday village is situated on predominantly sand cliffs 12 metres high. The failure of the sea defences caused rapid erosion of the cliffs and threatened the future of the holiday park due to safety of caravans on the eroding cliff top. Bourne Leisure obtained permission to construct rock armour groynes and a rock armour linear revetment to protect the cliffs.



Initial Idea for Coastal Defence

The concept is to create a series of groyne and cut back into the existing land. This avoids unacceptable impact on the marine environment and designated areas whilst achieving good protection of the land owned by Bourne Leisure. The concept drawing shows how the coastal path is maintained (albeit slightly realigned).

At present rock armour is used in places: a better solution can be achieved.



- Key
- Gravel beaches to be created
 - Sand beach to be excavated and created
 - Sand beach to be created at existing beach levels
 - Groyne construction buried below existing beach level
 - MHWs after beach construction
 - Definition of groyne exposure above existing beach level
 - A1 (Groyne 4) linking A2 (Groyne 3b) and linking Groyne 3a to Groyne 1; defines the landward boundary of the proposed works
 - SAC Designation area from ABPwer



Photos show the erosion of the coast at Hafan y Môr

Opportunities: The Overall Masterplan (Superseded by Rev U - Dec. 2019)



- 1 POSSIBLE NEW BEACHES.
 - 2 POSSIBLE EXTENSION OF NEW BEACH - SHINGLE OR OTHERWISE AND COASTAL PROTECTION.
 - 3 APPROXIMATE LINE OF CONSENTED DEVELOPMENT BOUNDARY.
 - 4 PROPOSED NEW BEACHSIDE PITCHES APPROX. 140No.
 - 4A APPROX. 80No. WITHIN CONSENTED DEVELOPMENT BOUNDARY AND ON SITE OF EXISTING.
 - 4B APPROX. 61No. OUTSIDE OF CONSENTED DEVELOPMENT BOUNDARY.
 - 5 PROPOSED LOCATION OF NEW SEWAGE TREATMENT PLANT (STP).
 - 6 PROPOSED NEW 'SOUTH BEACH CAFE' FACILITY AND ACTIVITY CENTRE.
 - 7 EXISTING SEWAGE OUTFALL REMAINS IN SAME LOCATION.
 - 8 DEMOLITION OF OLD 'CHALET' LINES AND NEW LANDSCAPING AND PARKING
LOSE: 56 APARTMENTS/272 GUEST BEDS
RETAIN: 158 APARTMENTS/980 GUEST BEDS
18 STAFF UNITS/36 STAFF BEDS
 - 9 NEW BEACHSIDE PITCHES APPROX. 12No. - CONSENTED.
 - 10 REVISED ROAD LAYOUT, LANDSCAPING, PARKING AND PLAY AREAS FOR LLYN VILLAGE.
 - 11 NEW LAKESIDE PITCHES, NEW ROAD AND PARKING APPROX. 24No. PITCHES - CONSENTED.
 - 12 DEMOLITION OF PART OF 'BONGA WONGA' SHOWBAR - LOCATION OF NEW 'BOFA' STYLE OWNERS CLUB.
 - 13 LAKE IMPROVEMENTS, RESTYLED LAKESIDE ACTIVITIES AREA, REFURBISHED 'WASH AND BARREL' AND EXTERNAL TERRACE.
 - 14 POSSIBLY NEW PEDESTRIAN BRIDGE AND ELEVATED WALKWAYS TO CREATE MORE DIRECT GUEST FRIENDLY ROUTES TO LAKESIDE AND NEW BEACH.
 - 15 PROPOSED - RELOCATE SECONDARY SALES GROUND OPPOSITE APPROX. 7No. - NOT CONSENTED.
 - 16 PROPOSED DEVELOPMENT OF LAKESIDE ACCOMMODATION - AMENDED ROAD AROUND FISHING LAKE. APPROX 16No.
 - 17 PROPOSED NEW LAKESIDE PITCHES. APPROX. 20No. - NOT CONSENTED.
 - 18 NEW PREMIUM LODGE PITCHES (STEEP BANK). 5No. - CONSENTED
 - 19 NEW ACCOMMODATION PITCHES. 12No. - DEVELOPED WINTER 2016/17 - CONSENTED. 27No. - REMAINING - CONSENTED.
 - 20 OLD STABLES CONVERTED TO 'WALLED GARDEN' PITCHES. APPROX. 12No. - PROPOSED
 - 21 ECOLOGICAL AREA TO BE RETAINED.
 - 22 PITCHES REMOVED TO ACCOMMODATE NEW PATHWAYS/ROAD AMENDMENTS -7No.
- PROPOSED
● PERMITTED

Masterplan

Vision

Planning and Tourism Policy: a Good Fit

The '2030 Vision' will enable the continued investment at Hafan y Môr Holiday Park to ensure it meets customer expectations and needs. The plans will help the Park to remain a leading holiday destination in the area seeking to ensure the continued success of tourism in the local area and the wider region. The plans directly accord with PPW and LDP strategic policy PS14 which sets out the Council's commitment to support the development of a year-round local tourism industry by managing and enhancing the provision of high quality accommodation, including existing static caravan sites.

This Vision includes a full range of projects which are all required to enable the Park to remain successful, it is not solely about expansion. In accordance with the North Wales Regional Tourism Strategy (2010-2015) Bourne Leisure is committed to investing in 'product excellence' at the Park and providing an 'outstanding experience for visitors' by ensuring the whole Park is upgraded and improved as necessary to provide a '5 star' holiday destination:

- i **Infrastructure** – carrying out the demolition/ construction works for the relocation of the sewage treatment plant;
- ii **Operational facilities** – poor quality central facilities will be refurbished to provide better facilities for guests, e.g. 'Bonga Wonga'. New beachside facilities are also proposed to make the most of the Park's location and encourage the use of this across the season, that will have positive health outcomes;
- iii **Accommodation** – new high quality accommodation pitches and units are proposed to continue to improve the range and type of accommodation options available at the Park for guests; and
- iv **Landscaping** – new and improved landscaping will be introduced to improve the overall amenity of the park.

There will be a minor increase in the number of units at the site but the overall number of units and total population will remain below the original number of units at the Park, when it was first established as a Butlin's holiday camp. The proposed new accommodation units and pitches will also be alongside significant improvements to the design, layout and appearance of the site and its setting in the surrounding landscape and are considered to accord with policy TWR3. Policy TWR3 also permits 'minor' extensions to existing holiday parks provided a number of criteria are met:

- That the proposed development is part of a scheme to improve the range and quality of tourist accommodation and facilities on the site;
- That the proposed development offers significant and permanent improvements to the design, layout and appearance of the site and its setting in the surrounding landscape;
- In the case of a site located within the Coastal Change Management Area, that the proposed development is part of a scheme to improve the safety of occupiers of occupiers of caravans or chalets;
- That any increase in the number of static holiday caravan or holiday chalet units is minor and is commensurate with the scale of any improvements to the site;
- Is appropriate when considered against other policies in the Plan

This reflects Technical Advice Note 13 (Tourism).



In terms of the unit numbers, the vision to 2030 includes the remaining elements from the 2020 vision and proposes some additional accommodation.

Approved: to be implemented	+141
Chalets to be demolished / statics removed	-63
Additional sites/units	+110
Net additional (excluding units 'approved')	+47

The 2010 application for the 2020 vision resulted in a reduction in accommodation, by 61 units.

At peak, the chalets accommodated about 10,000 guests. The current capacity is about 6,000 guests. The net additional units (+47) will accommodate about 211 people. In comparison with the situation in 2010, this is still a net decrease of about 14 units. The overall capacity of Hafan y Môr is still significantly below the situation when it was Butlin's Starcoast World.

The scheme will improve the range and quality of tourist accommodation and facilities at the site.

The design, layout and landscape changes are significant improvements. The management of coastal erosion will benefit Park guests and the local area. The increase in the number of units is minor in the context of the Park as a whole (and still a reduction on the original numbers at the Park). Therefore, the proposal complies with adopted policy in relation to expansion and improvement of existing holiday parks.



Benefits of the Vision

The proposed '2030 Vision' seeks to ensure the ongoing success of the holiday park to the local and regional economy so that it continues to be a successful tourism destination. The Vision will result in a number of benefits:

Economic

- 1 Additional jobs will be created.
- 2 It is estimated that 20 FTE direct construction jobs will be generated per annum as well as 30 FTE indirect construction jobs.
- 3 Direct and indirect GVA generated per annum is estimated at £2.6 million.
- 4 The Vision represents £20.5 million in investment at the site over the next 10 years or so.
- 5 The proposals will result in additional spend by visitors at the Park and in the local area on other attractions, shops, restaurants etc.

Social

- 6 Maintaining the success of the Park ensures that it can continue to play an important role in the local community, particularly the support it provides to the Welsh Air Ambulance, the RNLI and Pwllheli RFC.

Environmental

- 7 If acceptable to NRW/LPA, the proposed works to address coastal erosion will have environmental and social benefits.
- 8 The proposed developments will improve the appearance of many areas of the Park to ensure the entire site is of a high standard. The boundary treatments to water bodies will be enhanced and new landscaping included throughout the park to benefit the environment and guest experience.



Strategy and Programme

Approach to application(s)

The application to demolish the existing sewage treatment plant and to construct a new plant was approved on 21 September 2017. This will now be constructed from late 2017 and commissioned in late 2018. The existing STP will then be removed.

Bourne Leisure is keen to discuss the wider proposals with officers of Gwynedd Council prior to submission in order to further inform the development. This follows on from the pre-application meeting that took place on site with officers on 6 June 2017.

As the site area measures more than 1 hectare the development constitutes major development and therefore will need to accord with the statutory public consultation process set out in Town and Country Planning Act 1990 (as amended). In addition to the statutory consultation process Bourne Leisure proposes to hold a separate local public exhibition during December so that interested parties can provide feedback on the development proposals at an early stage of design. The indicative timescales on the right set out the programme for the planning application.

Programme

