

TENBY



ACTION PLAN

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TENBY

ACTION PLAN

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Prepared by

THE TENBY COMMUNITY

in conjunction with



Pembrokeshire Local Action Network For Enterprise And Development

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This Action Plan was adopted at a public meeting held on 18th August 2006, following the circulation of the draft action plan to all households in Tenby.

INTRODUCTION & WAY FORWARD

The intention of this Action Plan for Tenby is to describe proposals identified by local people for implementation over the next few years. The overall objective is to improve the quality of life in the community by enhancing the appearance of the area, by improving the economy, particularly tourism, and by strengthening and diversifying its attraction for all residents and visitors.

The various contributors to the Action Plan realise that progress can best be achieved through discussion and partnership as many of the proposals involve different land or property ownerships, separate interests and different sources of funding. Although some of the proposals are relatively small scale, they are likely to be of substantial benefit to significant groups within the resident population. In other instances the changes suggested are of a larger scale and may have a wider impact.

It is hoped that the projects described in this Action Plan will be achieved as quickly as practical with various partners working in unison to implement the proposals.

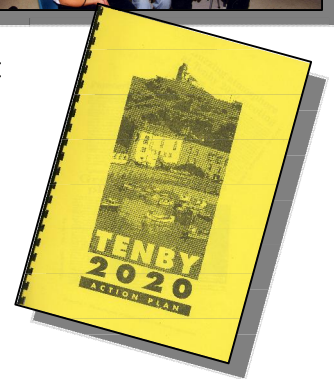
BACKGROUND TO THE ACTION PLAN

Tenby's first Action Plan was produced in 1999 based on the findings of a Community Appraisal and Future Search weekend. The latter exercise involved over 60 people from all sectors of the community and representatives of local authorities. A Future Search exercise was also organised with the sixth form of Greenhill School.



A number of projects were achieved as a result of the Action Plan including:

- ◆ Production of the Tenby town leaflet.
- ◆ Funding of a 'blue plaque' scheme highlighting historical features
- ◆ Enhancement of the North Beach slopes;
- ◆ Assistance to a number of café culture events in the town.
- ◆ Encouragement of training for tourism related business



Representatives of organisation and groups in Tenby met in 2005 to discuss the idea of preparing a new Action Plan for the town. The intention was to again involve all ages and representatives from the various sections of the community in the preparation, adoption and implementation of the Plan.

Two community 'Visioning Workshops' were held in February and March 2005. The findings formed the basis of an early draft of the new Action Plan which was considered by a small working group of local people which resulted in this draft for public consultation.

It is apparent that a number of concerns and proposals identified during the preparation of the 1999 Action Plan remain pertinent to the 2006 situation; including concerns relating to housing, community facilities, traffic and transport and these have been included in this document.

TENBY – THE PLACE



Situated on its limestone promontory, jutting south east into Carmarthen Bay, Tenby is one of Britain's most beautiful seaside towns. The crescent form of the town overlooks the bay and the Promenade above. The Paragon and Esplanade allow a variety of views along the coast and across to the Gower and to Caldey Island.

Local people feel a strong sense of pride in their surroundings and there is a distinct 'sense of place'. During the action planning workshops, Tenby was described as a "unique community" It was felt that the people, the environment and heritage combined to make it special.

Tenby has coast on three sides which makes for a "world class vista". The town has a "magic quality which is indefinable." Features include the "special quality of light" and the "exceptional working harbour - a picture postcard."

Local people are proud of the environment and the unique, characterising historic buildings and spaces. The off shore islands of Caldey and St Margaret's are a special feature. Other attributes include St Catherine's island with its Napoleonic defences, and the town walls. Tenby is also the home of the oldest golf course in Wales and of an award winning independent museum.

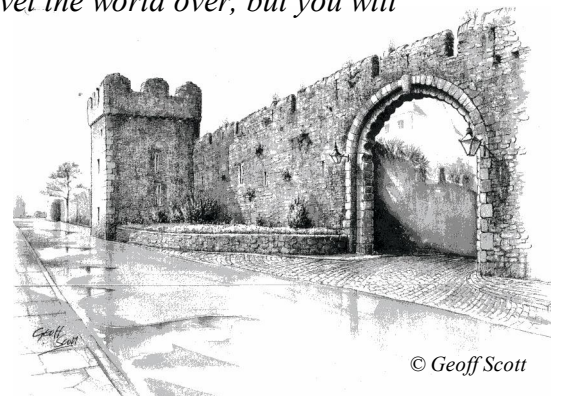
The town has a laid back relaxed atmosphere. People work together and are active in numerous sporting and voluntary activities. There are some great "local characters" and living there is a "great leveller – everyone talks to everyone in the town".

Augustus John commenting on Tenby said that *"you may travel the world over, but you will find nothing more beautiful."*

HISTORY OF THE COMMUNITY

Following the Viking and Norman settlement, Tenby was until the 17th century a thriving seaport. The nearby Ritec Valley was fertile, while the small coalfields to the east yielded valuable anthracite.

The town's prosperity necessitated frequent strengthening of its castle and by the late 13th Century the town walls had been built. Large stretches are intact, ranking Tenby next after Conway and Caernarfon among walled towns in Wales. After siege in 1644 and 1648, depression and plague set in and the town became virtually derelict.



Tenby as a resort was born in the 1780's. New houses began to appear in St Julian's Street and High Street, while The Norton became a fashionable suburb beyond the walls. The town within the walls dates mainly from the 19th century using the old street pattern. The coming of the railway in 1863 led to large scale growth outside the walls for holiday makers. St Mary's Church in High Street, "is one of the largest medieval parish churches in Wales." (Source - based on The Buildings of Wales - Pembrokeshire).

The population of the town is estimated at 4875.

Tenby is the largest town within the area of the Pembrokeshire Coast National Park (PCNP). The Park Authority is therefore the Planning Authority; including the enforcement of Planning decisions and conditions in this conservation area.

ACTION PLAN PROPOSALS

The production of an Action Plan will give Tenby an agreed and up to date programme for community development.

A Community Activities & Services

Commentary

Tenby has a strong and close knit community which manifests itself in a number of ways, including numerous active charitable groups. People are friendly and there is considerable good will from visitors towards the town.

Residents are members of local clubs and societies including Tenby 2020, The Walled Town Residents Association, Tenby Civic Society, the Arts Club and Writers' Circle and a number of sports clubs, including Tenby AFC and the Sailing Club. The Lions Club, the Rotary Club and many other organisations are seen as making a positive contribution to the town and act as catalysts - almost pushing non-participants to get involved. The churches and chapels in the town attract visitors as well as their own congregations.

Whilst there is a strong tradition of volunteering, it is also felt that 'the same people do everything'. Participants in the community visioning exercise displayed a range of community development and technical skills, which, if harnessed, and combined with other residents' talents, could help drive forward the Action Plan through the formation of a Community Forum.



Findings from the Visioning Workshops identified concerns regarding levels of reticence and disillusion within the community, which included a lack of interest in the workshops themselves, failure to support events at the De Valence and certain scepticism towards local government. One participant commented that, 'too much time is also spent 'talking the talk but not walking the walk'

Young people are represented in a range of organisations. There is a Youth Forum (Gennex) and recently two new youth groups have been formed. There is youth participation in a variety of sports, including groups associated with the maritime location such as the Sea Cadets and the Sailing Club. There are also connections with the League of Youth (the Urdd).

The Harbour area is used for a number of events which attract both residents and visitors, including the Summer Spectacular, Boxing Day swim and national sailing regattas. The annual Arts Festival is flourishing - enhancing the cultural diversity of the town. There are concerns, however, regarding the financial viability of these and other fund raising events. Issues include the costs of insurance.

Tenby is traditionally known as a holiday resort for families but there is concern about the drinking culture which has become more apparent, resulting in some anti-social behaviour. Local people are keen to encourage a quality image whilst supporting local businesses. The means of policing Tenby is not seen as appropriate. It is felt that there are not enough Police walking the streets at night and the presence of Police vans and the CCTV system is regarded as intimidating.

Many residents are aware of health issues and the need for improvements in both their lifestyles and in general care provision. There is perceived general erosion in the quality of health service provision in the area, for example, the length of waiting times for treatment and particularly the very limited access to dental services. GP surgeries are considered too small to cater for local needs. As in many areas there is a lack of dental provision. It was felt that independent support for older people was important as there is a large population of elderly residents in the town

Proposals

- ◆ Form a Tenby Community Association or Forum to meet on a regular basis in a variety of venues to support implementation of the Action Plan. It is essential that residents are actively involved with work of the forum.
- ◆ Investigate how the needs of older people in the town can be catered for.



- ◆ Improve liaison and understanding with local government partners and the Town Council. Developing partnerships which may assist in obtaining more realistic approaches to risk assessments and allied insurance for events and festivals.
- ◆ Support Tenby Town Council to discuss with Dyfed Powys Police changes in operational matters to cover:
 - In conjunction with the County Council, stricter application of the licensing laws to limit the drink culture.
 - Increased on the ground policing to deter vandalism rather than installation of remote surveillance systems and the presence of police vans.
 - Greater effectiveness on controlling the availability and use of drugs.
- ◆ Improvements to personal lifestyles and health care services could include:
 - Access to health food shops.
 - A wider range of sports provision.
 - Reduced waiting times for patient care, allied with:
 - More NHS dentists
 - More health checks.
 - Advice on nutritional and balanced diets (less fat and sugar or salt).



B Community Facilities

Commentary

There is a wide variety of community facilities catering for all ages and tastes. The Community Education and Learning Centre at Greenhill Road, which adjoins the Library, provide a variety of services. These include the Careers Service, Citizens Advice Bureau and information on other sources of assistance. The award winning Tenby Museum on Castle Hill operates attractive exhibitions and activities, and there are several galleries in the town.

Tenby has a number of churches and chapels, including St Teilos, St Johns, St Julian's and St Mary's, which is the largest parish church in Wales. St. Johns, and St. Marys provide meeting facilities for rental by other organisations..

Greenhill School (and its orchestra), Tenby Junior School and St Teilo's Roman Catholic Junior School are seen as strengths.

The De Valance Pavilion, a principal venue in south Pembrokeshire, is endeavouring to provide a range of entertainment opportunities for all ages. Improvements to the Royal Playhouse cinema have resulted in a greater audience but there is still scope for further enhancement.



Whilst a recently improved Jubilee Gardens play area attracts young children, there are insufficient facilities for teenagers in the town. There are, for example, no discos for 14 - 19 year olds and no snooker hall.

There is demand for a wider range of sports provision in and around Tenby. To the west of the town, Tenby Leisure Centre comprises a multi-use sports hall (including six badminton courts), a multi purpose hall, meeting rooms, an adjoining swimming pool and a cafe. The Centre is the base for a number of keep fit and games clubs. Car parks have been developed around the building and at the nearby Clicketts.

Tenby AFC football and rugby ground are situated at The Clicketts, with the associated clubhouse, changing facilities and floodlighting. Tenby Golf Course lies at the south-western edge of the town. It is the oldest golf course in Wales and runs along the South beach towards Penally. Sailing boats are stored at North Beach dinghy park.

A primary care centre, known locally as Tenby Cottage was opened in 2006. It has an A & E minor injuries unit.

Tenby's new Lifeboat Station is home to The Hayden Miller lifeboat. The building is a dramatic feature of Castle Hill and is a substantial tourist attraction.



Proposals

- ◆ Support the De Valence Pavilion Trust to develop a multi-attraction site with a wide range of activities for the whole community. Possibilities include:
 - A cyber café on the top floor
 - A snooker club
 - A programme of major events.
 - Dancing – to include a variety of styles - from ballroom to line dancing and Salsa. Tea dances could also be a feature.
 - Discos for 12 - 16 year olds
 - Promotion of local bands.
 - Encourage production of plays, children's theatre, summer shows and ladies nights.
 - Games which could attract users include, jenga, whist, Scrabble, Monopoly, quizzes, Bingo and racing.
 - Speed dating.
 - Occasional antique, craft and flea markets

- ◆ Support the Royal Playhouse Cinema to increase its appeal by means of an ongoing refurbishment programme.
- ◆ Upgrade the quality of the existing sports provision in Tenby, introduce new sports and develop multi-use of sports facilities. Increase sport potential by encouraging a co-operative approach to provide an optimum use approach of existing facilities. Opportunities for such improvements are most apparent at The Clicketts Playing Fields and Clubhouse. Possibilities include:
 - A skate park
 - An athletics club
 - A drinks license for the AFC sports club, to complement ceremonies and other occasions.
 - A velodrome with a BMX and skateboarding element.
 - Cliff climbing and indoor climbing wall.
 - Support current watersports and develop new sports activities.
- ◆ Ensure that there are adequate facilities to meet the wide range of needs of senior citizens.
 - ◆ Fund raising for new facilities could include public, private and voluntary sector sources. Improved facilities would strengthen the attraction of Tenby for visitors and therefore complement efforts being made to upgrade the accommodation and café culture elements of the tourist industry. Specific contacts could be made through the Sports Council for Wales, PLANED and PAVS, Pembrokeshire County Council and the National Park Authority.
 - ◆ Address the lack of a 24 hour public toilet facility in the town.

C Communications

Commentary

The Tenby Observer and Western Telegraph cover local news and events, along with Radio Pembrokeshire. The town's two Tourist Information Centres (run by Pembrokeshire County Council and Pembrokeshire Coast National Park Authority) serve local people and visitors. The Community Education Centre also carries a wide range of information. Other means of communication include notices in shop windows, emails, word of mouth, fliers and membership of clubs and societies. There are few local information notice boards within the town.

There are numerous websites which hold information about Tenby such as visittenby.co.uk; talktenby.co.uk; virtualtenby.co.uk; tenbyguide.com; tenby-today.co.uk. There is currently no newsletter for the town.



The town map on Park Road chip shop wall has been removed and should be replaced.

Proposals

- ◆ Encourage higher quality comprehensive media coverage in promoting Tenby.
- ◆ Display additional Town Maps to assist visitors.
- ◆ Establish notice boards around the town to inform the public of events.
- ◆ Organise management of the different websites of the town so they link and avoid duplication. Improve the quality of the Tenby web site.
- ◆ Investigate the idea of a town newsletter.
- ◆ Promote the location of the Town Council office and comments book.
- ◆ Organise a meeting with the Tenby Observer and local press officers to discuss the best way of getting news in the paper-including timetables etc.
 - ◆ Have information and communication materials available in accessible formats.

D Environment

Commentary

Tenby is both attractive as an historic town and as a resort with fine beaches. The North Beach, with its distinctive Goscar Rock, runs south east to The Harbour. Castle Beach is marked by St Catherine's Island and becomes separated from the extensive South Beach at high tide. South Beach is backed by The Burrows sand dunes and runs south west to Giltar Point. The channel of water between Tenby and Caldey Island is fed by the Gulf Stream and is alleged to be warmer, thus adding further appeal to the town, The beaches have Blue Flag status and the local air quality is of high standard.

There is diverse wildlife and plant life. St Margaret's Island is recognised as a bird sanctuary. Scotsborough Woods to the west of Tenby and the reedbeds of the Ritec Valley are rich in biodiversity. Within Tenby are a number of attractive gardens, including those along the cliff edges and the War Memorial gardens, on the corner of South Parade with Upper Park Road.

Caldey Island is one of Britain's holy islands and the Cistercian monks continue a tradition which began there in Celtic times. The unspoilt island has an abundance of wildlife, sea birds and seals, and provides a unique attraction for tourists.



Parts of the coastal waters of Tenby are designated as Sites of Special Scientific Interest (SSSIs) and there is some concern that the use of jet skis in these areas may cause damage to marine life.

The centre of the town has been designated a Conservation Area. A number of buildings are scheduled as Ancient Monuments or listed as buildings of special architectural or historic interest.

There are a few instances of unsympathetic development in Tenby, including Croft Court, which is regarded as an unfortunate building group on the Tenby skyline. Some people consider that the increasing use of UPVC windows reduce the quality of the street scene.



Proposals

- ◆ Continue to work with the statutory authorities to enhance the appearance of Tenby. Specific improvements could include:
 - Raising the quality of the planting schemes in the public gardens and on the cliff faces and the associated maintenance.
 - Maintenance of benches, railings and steps.
 - Pembrokeshire Coast National Park Authority should be encouraged to enforce high quality design through the planning process and encourage the maintenance of buildings to avoid the occurrence of semi derelict properties.
- ◆ Design an interpretation boards to identify the wildlife and plant life of particular areas such as Castle Hill
- ◆ Encourage the promotion of exhibitions, public art and sculpture.
 - ◆ Update Coastal Management scheme in the interests of marine life, the safety of bathers and the local fishing industry. Include the limiting of jet skis and preventing them from coming close to Caldey Island and the beaches.
- ◆ Consider a Tudor Square enhancement scheme and explore features such as coloured surfaces to indicate pedestrian areas.
- ◆ Look at developing all areas with accessibility in mind.

E Heritage

Commentary

Tenby's buildings have an interesting history and the quality of the built environment, particularly the remaining medieval fortifications and the Georgian



and Victorian buildings, is reflected in the designation of the Conservation Area by the Pembrokeshire Coast National Park Authority.

The operation of the successful Townscheme has enabled a number of buildings to be rescued or renovated with the assistance of grants from CADW and other sources. Its success has prompted calls to extend the classification.

There are a number of Ancient Monuments and listed buildings in Tenby and the immediate locality. Key buildings include the Town Walls, St. Mary's Church, the largest parish church in South Wales and St Julian's Chapel (The Fisherman's Chapel), The Tudor Merchants House, and the Castle remains.

The international recognition given to Tenby's built heritage is reflected in the work of the Civic Society and membership of The Walled Towns Friendship Circle (Tenby was a founder member). A Town Trail, designed by the Civic Society, is a feature and there are a variety of guided walks run throughout the year. The Museum, on Castle Hill, was originally a parochial school, and is a well used resource as well as an attraction in its own right.

Proposals

Work with the local authorities to:

- ◆ Increase the understanding of the built heritage, and particularly those properties where the conservation of original features is important
- ◆ Update the current Tenby leaflet taking into account existing and proposed literature.
- ◆ Address the issue of buildings which are in need of urgent attention as they currently diminish the quality of the street scene.
 - ◆ Explore potential for concessionary help with maintenance of listed buildings, e.g. free scaffolding to be obtained from PCC.
- ◆ Support the extension of designated Conservation Area as a means of enhancing the appearance of Tenby with grant assistance.
- ◆ Design additional town trails, such as an environment trail or ecumenical trail.
- ◆ Create and display pictorial notice boards with booklet (different format to interpretation boards)



- ◆ Develop the ‘blue plaque’ scheme further, by adding additional buildings, and look at opportunities for using photos of old images outside buildings.
- ◆ Create an information leaflet outlining the history of features such as the Lifeboat service, St Catherine’s Fort and include a plan showing houses of particular historical note such as Lexden Terrace.
- ◆ Utilise the Walled Towns Friendship Circle by inviting groups including schools to visit and learn more about the town’s heritage.
 - ◆ Explore the history of St Catherine’s Island and its potential e.g. for use as a military museum.
 - ◆ Conduct an archaeological study of Castle Hill
 - ◆ Make the most of Tenby Museum as a resource for the town.
 - ◆ Explore the potential for improved access to the town walls.
 - ◆ Identify historic buildings and key sites in the town which are important to safe guard.



F Business (including retailing and tourism)

Commentary

The natural beauty of Tenby’s location and the safe beaches are among the key factors of its strong reputation as a family holiday resort. Enjoying the sea and beaches, walking through the town and along the coastal paths, provide low cost activities. There is a definite summer season when the majority of visitors are drawn to Tenby but efforts are being made to extend the season by organising events at ‘shoulder’ times of the year and offering special discount accommodation deals

Tenby Harbour area, which is overlooked from The Croft and High Street, provides a key focal point for visitors. There is constant bustle and visitors often spend time just watching the life of the harbour or enjoying the café facility. Fishing boats operate from there and pleasure crafts depart for Caldey Island and tours of the bay. There are many private vessels and other pastimes such as fishing and swimming from the beach, all make for a colourful and attractive scene.

Despite these activities, it is felt that the potential of the harbour area is not fully utilised. There have been a number of suggestions for its development and enhancement, to maximise its potential and encourage



new users. A study of the area was undertaken some time ago and it is felt that this should be re-visited and further proposals explored.

Neglect of St Catherine's Fort, particularly as a tourist attraction, is regarded as a missed opportunity.

A number of improvements have been made by the tourist industry to the quality of overnight accommodation and to local restaurants in Tenby. However, the number of hotel bed spaces is reducing as more properties are converted into private apartments.

Efforts continue to extend the holiday season. Job opportunities are affected by the relatively short season which results in a higher demand for employment in the summer and a much reduced demand during the winter months. The Salterns Industrial Estate offers a range of employment opportunities, for example replacement tyres and batteries, household removals, printing and ambulance station. Kiln Park holiday resort to the west of Tenby and the refineries in the west of Pembrokeshire are among other major employers.

Successful efforts have been made recently to broaden the attraction of Tenby for short breaks throughout the year. It is acknowledged that the 'Tenby product' needs to change to meet the rising expectations of visitors and to compete with the variety of holiday experiences available both within the UK and abroad. One of the challenges is to provide more wet weather activities for both residents and visitors.

Tenby has a wide range of services and facilities including banks, post office, library, hospital, schools and police station - all in a fairly compact area. This reflects the town's role as a retail and service centre, as well as a holiday destination. There is also a good range of restaurants and cafes.

Whilst there are a variety of shops in the town, some are concerned that a number open only on a seasonal basis and others consider that they close too early and that there are too many £1 shops.

Despite the improved appearance of shop fronts, the use of arcades and courtyards as shopping outlets and the operation of a Farmers Market within the walls, there is still perceived to be a lack of quality shops. However, a variety of cafes and restaurants can be found in the town, which are considered to be an attractive feature, catering for a range of tastes. The development of art galleries is a further attraction. Some people consider that a more stimulating atmosphere should be created. Moves towards pedestrianisation in the summer have led to businesses developing a 'café culture' with pavement and road areas used for selling refreshments and entertainment. Horse and carriage rides



operate through the walled town. However, some residents believe that street ‘peddlers’ and entertainers produce a down market feel rather than a quality resort

There is a fear that if more supermarkets are built outside the town, there will be less need to shop in Tenby, and hence a reduction in the town's viability. Shops are already closing, particularly during on a seasonal (winter) basis so this must be addressed. Business rates are high in Tenby, and there is a desire for changes to create a ‘level playing field’ across Pembrokeshire.

Proposals

- ◆ Adopt a mixed attraction approach - because of Tenby's western European climate it must be more than a café culture.
- ◆ Concentrate on Tenby as a family holiday destination and as a short break destination available throughout the year.
- ◆ Encourage training providers to run training / educational opportunities in the town; courses which would complement the existing tourism and tourism related industry as well as introducing new opportunities.
- ◆ Encourage further development of sport as a niche tourism opportunity, similar to those currently provided through fishing and sailing competitions, golf tournaments and other events such as beach volleyball.
- ◆ Review the opportunities for employment generation including warehousing - particularly in connection with schemes designed to limit in-town deliveries by smaller and more suitable vehicles.
- ◆ In this context – it is proposed that a traders group (Chamber of Commerce), working with the highway authority, should prepare a Business Plan, based on a Cornish model, reflecting the current availability of cold store facilities and existing concerns regarding security and insurance issues.
 - ◆ There is a need to attract larger non- service sector employers and relieve the road congestion and preserve the town's structure without jeopardising existing car parking e.g. at the Salterns.
- ◆ Strengthen employment opportunities by providing a variety of jobs associated with Tenby as a regional service centre and as a major tourist destination.
- ◆ Encourage and stimulate all year round employment rather than seasonal.
- ◆ Encourage the provision of better paid jobs and take advantage of training opportunities to ensure uptake.



- ◆ Emphasise employment opportunities for young people

Accommodation

Make best use of existing hotel accommodation by adopting an holistic approach, including

- ◆ Upgrading to provide quality accommodation available throughout the year.
- ◆ Introducing a spa treatment centre or centres if viable.
- ◆ Involving Wales Assembly Government and its agents in the regeneration of the tourist infrastructure.

Retail, including arts and crafts

- ◆ Support the development of a wide variety of quality shops.
- ◆ Strengthen the role of Tenby as a retail centre, particularly in view of challenges from potential out-of-Tenby shopping locations.
 - ◆ Take advantage of the opportunities provided by pedestrianisation schemes to develop a 'café culture'.
 - ◆ Welcoming organic farmers to sell their produce in the town - at established shops, in Tenby Market or at the occasional mid-summer street market.
- ◆ Open a health food shop(s) / delicatessen
- ◆ Organise regular high quality craft and antiques markets, possibly in the De Valence.
- ◆ Investigate opportunities for a small 'Sunday market' in Tudor square selling local produce.
 - ◆ Launch a 'Tenby' loyalty card scheme to
 - encourage local shopping and
 - local shops to sell Pembrokeshire produce.

Rejuvenation of the harbour area and the associated marine based activities

- ◆ Form a Harbour Group involving existing and potential users and funders to co-ordinate both improvements to the functioning of the harbour and associated buildings and to develop a programme of related events. The vision to include -
- ◆ Review harbour feasibility studies, look at options for the development of the harbour area for user groups.
- ◆ Support new opportunities in keeping with the character and ambience of the harbour.

Related to heritage and culture

- ◆ Progress plans to develop St Catherine's Island - considering both small and larger scale projects.
- ◆ Promote the Tenby connection with Augustus and Gwen John and with Beatrix Potter.
- ◆ Strengthen the relationship with Caldey Island as an important element of the Tenby economy.
 - ◆ Increase the promotion of Tenby as an historic town in order to attract additional visitors.

G Housing & Waste Disposal

Commentary

The recent substantial increase in house prices has resulted in a lack of affordable housing, both for purchase and rent for young and local first time buyers. One suggested solution is for empty or run down properties, which currently cause a problem, to be renovated, and they, could provide accommodation. Few properties are managed by a Housing Association.

A proportion of residents are moving out from the town and an increasing number of properties being used as holiday or second homes. This is regarded as weakening the living community aspect of Tenby. All year round occupation would sustain the economic life of the town, particularly during the winter season.

High property prices are causing hotel owners to consider conversion to residential property, thus putting at risk the traditional role of Tenby as a hotel and bed and breakfast holiday destination.

Expansion of a 'buy to let' scheme by Housing Associations would provide property for Tenby's younger people, allowing them to get a foot on the property ladder and continue living in Tenby. They would then contribute to Tenby's economic, social fabric and services and contribute to the emergency services such as fire brigade, coastguard and lifeboat.

There is a managed waste recycling site at The Salterns and a nearby paper and clothes bank. Gulls are considered to be a problem as they get inside the bins. The refuse collection service does not fully meet the needs of the town and a doorstep sorting facility has been suggested, as piloted in other parts of Pembrokeshire.



There are insufficient public toilets and they are not always well maintained. Byelaws set standards for the control of dogs in the town and on the beaches, some dog owners are not conscientious and allow their animals to foul the pavements.

Proposals

- ◆ Influence governmental organisations, (Welsh Assembly Government, the Planning Authority, Housing Associations) to develop an integrated strategy for the provision of affordable housing to meet local needs.
 - ◆ New developments should include provision for first time, low cost housing; for example flats and or housing association properties (which ensure low cost options for initial and subsequent occupiers) - a 'salad bowl' approach.
 - ◆ Encourage a Housing Association to develop additional properties for sale or rent.
 - ◆ Investigate the release of vacant and part vacant properties as potential accommodation for rent, lease or sale.
 - ◆ Encourage the shop owners to develop residential properties above shops.
 - ◆ Restrict the number of second or holiday homes within the town.
 - ◆ Site of Tenby Cottage hospital to be earmarked for development as suitable community housing for older local people wishing to resettle in the town thus releasing the current property in Tenby.
 - ◆ Increase the provision of public toilets (including portaloos as appropriate). Provide a toilet at the train station.
 - ◆ Modernise and raise the quality of maintenance of the public toilets; adopt a 'Cardiff- style' 24 hour toilet. Warden controlled.
 - ◆ Improve the signposting of public toilets.
 - ◆ Provide more dog litter bins on North and south beach, and The Esplanade and Railway Station (which has none).
 - ◆ Dog wardens should target persistent offenders who allow their dogs to foul public places.
 - ◆ Manage seagulls and pigeons nuisance as appropriate. Inform residents and visitors that feeding birds is antisocial and a health hazard.
 - ◆ Increase the frequency of refuse collection and design bins to be 'gull' proof. Provide additional waste bins but ensure rubbish collection is frequent.



- ◆ Request doorstep recycling facilities in Tenby (the orange bag scheme)
- ◆ Provide recycling facilities within town walls.
- ◆ Improve signing of The Salterns recycling centre and install a plastics recycling facility.
- ◆ Increased number of litter collections to suit the need.
- ◆ Wash the town centre streets as in European towns.
- ◆ Recycle commercial glass by identifying and encouraging businesses including publicans opportunities to recycle.

H Transport, Roads & Traffic

Commentary

Tenby Station is situated along the railway line that runs from Pembroke Dock eastward to Whitland and Swansea. The service is around a three hour frequency. Rail services have been downgraded in recent years and punctuality is an issue. This has serious implications regarding the appeal of rail transport to both locals and visitors, which is ironic when people are being encouraged to use sustainable transport options.

A number of bus routes connect Tenby to Pembroke, Haverfordwest and to Cardigan. Buses pass through local villages, allowing trips for residents and visitors in the Tenby area and throughout Pembrokeshire. Equally those from the surrounding villages travel to Tenby for shopping and entertainment. In addition there is an around town service. The public bus service is limited and needs extending.

During the summer school holidays shuttle bus services run from the Salterns and Butts Field to the town centre and harbour areas. The Rapide service to Swansea and London calls at Tenby.

There are a number of visitor attractions in the locality which are serviced by The Day Tripper service.

A ferry service, using a number of small boats, operates from The Harbour or Castle Sands to Caldey Island, from early summer to mid-autumn.

At times the town centre is swamped with cars and inconsiderate parking occurs on yellow line areas and on pavements. A traffic order prohibits vehicles over 7.5 tonnes from the town centre between 10.00 and 16.00hrs.



As people living in Tenby find it difficult to park, particularly during the summer, a Resident Parking Scheme has been introduced in an attempt to manage the limited opportunities for on-street parking.

The town centre is the subject of a pedestrian trial during the summer. Trials are continuing on the details of the scheme.

Although a number of schemes have been undertaken to improve access for pedestrians within the town (including access to the beaches) further improvements are needed to aid mobility for people with a disability, for example there are no lifts in the multi-storey car park. Pedestrians (including wheelchair users) find that 'A' frame advertisements restricting width of the pavements a nuisance.

Street cleaning is not undertaken sufficiently often and the initial quality and the level of maintenance of the block paving need to be improved.

Redevelopment of the site of the former South Beach Pavilion has created an attractive car park.

Proposals

- ◆ Set up a rail passenger pressure group for south Pembrokeshire similar to that in north Pembrokeshire which has been successful in maintaining rail services.
 - Aim for co-ordination of connections.
 - Improve the quality of public transport.
 - Urgent need to improve quality of rail resource to retain locals and tourists and reintroduction of long distance trains everyday.
- ◆ Undertake a Feasibility Study regarding a possible funicular railway from the North Beach to The Croft.
- ◆ Continue to discuss with the Highway Authority schemes which facilitate enjoyment of Tenby by pedestrians, particularly during the summer, whilst acknowledging the needs of business and residents and harbour users. The following proposals would progress this concept:
 - Investigate the possibility of an out of town delivery point at the Green or the Salterns Industrial Estate (site to be determined) to unload larger lorries for subsequent re-distribution within Tenby thereby reducing congestion in the narrow streets and disturbance to the historic fabric. Concentrate on same day re-distribution to reduce problems of additional costs arising from management, storage and insurance.



- Create a hi-tech park and ride scheme using an out-of-town site (probably with seasonal operation).
- Increase the frequency of bus services in the Tenby / Saundersfoot / Penally area, continue efforts to improve the rail service and raise the level of integration between bus and rail services. Promotion of effective public transport services could help reduce the perceived need to drive into Tenby for jobs, services and entertainment.

◆ Increase the number of seats or benches for residents and visitors wishing to admire the view and at bus stops.

◆ Remove 'A' frame advertisements and notices where they impede usual pedestrian activity. Review and rationalise the presence of highway signs to reduce clutter and ensure clarity for pedestrians and motorists.

◆ Support the operation of all taxi services.

◆ Introduction of comprehensive Traffic Management Scheme which would take into account particular times of year and levels of traffic. This would allow residents to shop locally. Residents should be allowed to shop locally all year round.

◆ Install a lift in the multi-storey car park in Upper Park Road to improve accessibility. Improve the appearance of the multi-storey car park which is a key building, in terms of initial impressions, when visitors arrive in Tenby by car or bus.

◆ Construct a pedestrian tunnel under the railway to facilitate movement between Kiln Park, The Salterns car park and the South Beach.

◆ Support an integrated car management scheme

◆ Enhance the appearance of the Butts Field car park and improve the pedestrian link between the car park and the Croft.

◆ Support the development of a multi-storey car park at Butts field

◆ Encourage access to The Harbour and use of water activities.

◆ Encourage cycling as alternative transport.

◆ Improve existing Rectory Fields car park, and access to The Salterns car park.

◆ Link Park and Ride with traffic parking overflow at the Clicketts.

◆ Re-look at the possibility of a by pass between bells corner and Marsh lane.



- ◆ Support and expand the park and ride service, linked to an automated car service.
- ◆ As part of any plans for car parking and redevelopment there must be adequate consideration for coach parking.
- ◆ Support the redevelopment and appearance of the bus shelter.
- ◆ Investigate a reduction of speed limit within the town walls to 10 mph.
- ◆ Improve signage of traffic routes around the town, in particular redirecting tourists to car parks.

IMPLEMENTATION / ACTIVITY GROUPS

In order that Action Plan can be progressed effectively, it is proposed to form special interest Working Groups within a Community Forum. The Groups would, in consultation with the relevant providers, for example the Highway Authority, concentrate on preparing more detailed action programmes, giving priority and focus to those proposals which are capable of early implementation.

The forum would include representatives from Tenby Town Council, The Youth Forum, Pembrokeshire Coast National Park Authority and Pembrokeshire County Council as well as membership being open to all local residents. It may wish to invite representatives of other relevant organisations to meetings as and when appropriate. It would focus the energies and skills of residents to maintain and develop the community and would aim to make the democratic process open and transparent.

The Groups could be centred on:

- ◆ Community activities, services and facilities and communications.
- ◆ Business including retail and tourism.
- ◆ Environment (including rights of way)
- ◆ History and Heritage.
- ◆ Housing, Transport and traffic, waste and recycling.

It is important that the Groups:

- ◆ Work within the agreed Action Plan and Community Forum.
- ◆ Work with existing groups and organisations.
- ◆ Meet on a regular basis.
- ◆ Keep the broader community informed of progress through the Community Forum.



Appendix

Organisations in Tenby

ATC
Angling Club (Tenby and District)
Army Cadets
Art Club (Tenby and District)
Arts Festival (Tenby)
Augusts Place Community Centre
Avenue Centre (The)
Badminton Club (Tenby)
Bellringers
Bowling Club (Tenby)
Brass Band (Tenby and District)
Brownies
Camber of Trade
Camera Club (Tenby and District)
Caldey Pool
Civic Society (Tenby)
Conservative Club Tenby
DeValance Pavilion (The)
Dolphins Tenby
Dinbych WI
Ex Servicemen's Club (Tenby)
Friends of Tenby Museum
Friends of the Community
Football Club Tenby
Golf Club Tenby
Greenhill School PTA
Greenhill Community Education Centre
Guides Association 1st Tenby Rangers
Guide Dogs for the Blind
Hafal
Harbour Users Association
Historic Society
Infants & Junior School PTA Tenby
Inner Wheel
Ladies Circle (Tenby)
Licence V A
Lions (Tenby and Saundersfoot)

Male Voice Choir (Tenby)
Museum and Art Gallery Tenby
Players (Tenby)
Resource Initiative (Tenby)
Rotary
Round Table
Royal British Legion
Royal National Lifeboat Institution
Rugby Club (Tenby)
Sailing Club (Tenby)
Scouts
Sea Cadets (The)
Soroptomist of Tenby and District
St Teilos School PTA
St Johns and St Marys youth groups.
Sunshine Club
Tangent
Taxi Association (Tenby)
Tenby Labour Party
Tenby Walled Town Residents Association
Towns Women's Guild
Tudor Merchants House (National Trust)
Rangers (Tenby)
Town Council
Youth Club
Youth Forum (Tenby Gennex)
41 Club

Churches & Church Groups:

Salvation Army
Church In Wales
St Mary's Church
Baptist Church
Deer Park Church
St John's Church
St Johns Church Hall
St Teilos Church