



Replacement Local Development Plan 2018-2033

Background Paper

December 2024

BP16: Planning and the Rural Economy

Mae'r ddogfen hon ar gael yn Gymraeg hefyd.

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Sir Conwy, yr amgylchedd iawn i fyw, gweithio a darganfod

Conwy County, the right environment to live, work and discover

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Approaches to Planning and the Rural Economy post Brexit:-

Implications for LDP Review

1. Background

- 1.1. The United Kingdom left the European Union on 31st January 2020 under the terms of a negotiated deal (Withdrawal Agreement) bringing to an end almost 50 years of UK membership of the EU. The withdrawal agreement included a transition period until 31 December 2020, during which time the UK remained in the single market, prior to a longer term relationship being agreed. The settling in period continues with the prospect of continuing legal, political and economic changes therefore it is prudent to recognise the ongoing implications 'Brexit' may have on the rural economy and investigate future approaches to farm diversification and rural development, and the effects these can have on the planning system locally.
- 1.2. This paper will firstly examine the economic and skills balance in the rural wards in Conwy by using ward statistics. Following on from this, a brief summary of the current relevant planning policies (national and local) is provided. The next section evaluates how those policies have been applied in Conwy, looking specifically at the types of applications for diversification. The following section then looks at the possible immediate and ongoing implications Brexit will have on the rural economy, examining what steps education providers are taking and the impact upon planning in the rural area. Finally the paper suggests potential future policy approaches and interventions that may be investigated further as a part of the LDP review process.

2. A Concise Demographic Analysis of the Rural area of Conwy

- 2.1 Appendix 1 provides a full breakdown based on CCBC's Ward Profiles 2023. The wards included for the purpose of this analysis are Betws yn Rhos, Caerhun, Eglwysbach, Llangernyw, Llansanffraid, Llansannan, Trefriw, Uwch Conwy, Uwchaled, Gower and Crwst. These wards are within the planning jurisdiction of Conwy. Although currently classed as an urban settlement in

the current adopted LDP, data for Llanrwst (Gower and Crwst wards) has been included as Llanrwst will be classed as part of the rural area settlement in the Replacement Local Development Plan.

2.2 The headline findings are as follows (for further detail and source of data, please see Appendix 1):

2.2.1 Demography

The demographic composition of the rural area closely resembles that for Conwy County Borough, but with a slight increase in the 45-65 year old age groups and slight decrease in the 66+ age groups.

2.2.2 Health

In the rural area, proportionately less people are living with limiting long-term illness than in Conwy as a whole (18.3% compared with 22.2%).

2.2.3 Housing

Average house prices in rural Conwy are similar to the Conwy County Borough average of £200,000, at £220,000,. Home ownership is slightly higher in the rural area with 71.9% of households being owner occupied in comparison with 69% in Conwy County Borough.

2.2.4 Employment

In the rural area the type of employment people are engaged in is different to that of Conwy as a whole. As expected, there are a higher number of people working in agriculture, forestry and fishing (10.3% compared to 2.4% for the whole of Conwy). Other sectors where differences have been identified include the construction and manufacturing sectors where a slightly higher proportion of the rural workforce are represented, and in the wholesale and retail, accommodation and food services and health and social work sectors, where a lower proportion of the rural workforce are represented.

2.2.5 Unemployment

Proportionately there are less people in the rural area claiming unemployment benefits when compared to Conwy as a whole. This is particularly significant in the rural area where the unemployment claimant count for October 2023 was at 1.8% of the rural population, whereas for the whole of Conwy it was 3.4%.

2.2.6 Income

The median average income of households in Conwy County Borough is £32,100. In the rural area the median average income is slightly higher at £33,500.

2.2.7 Education

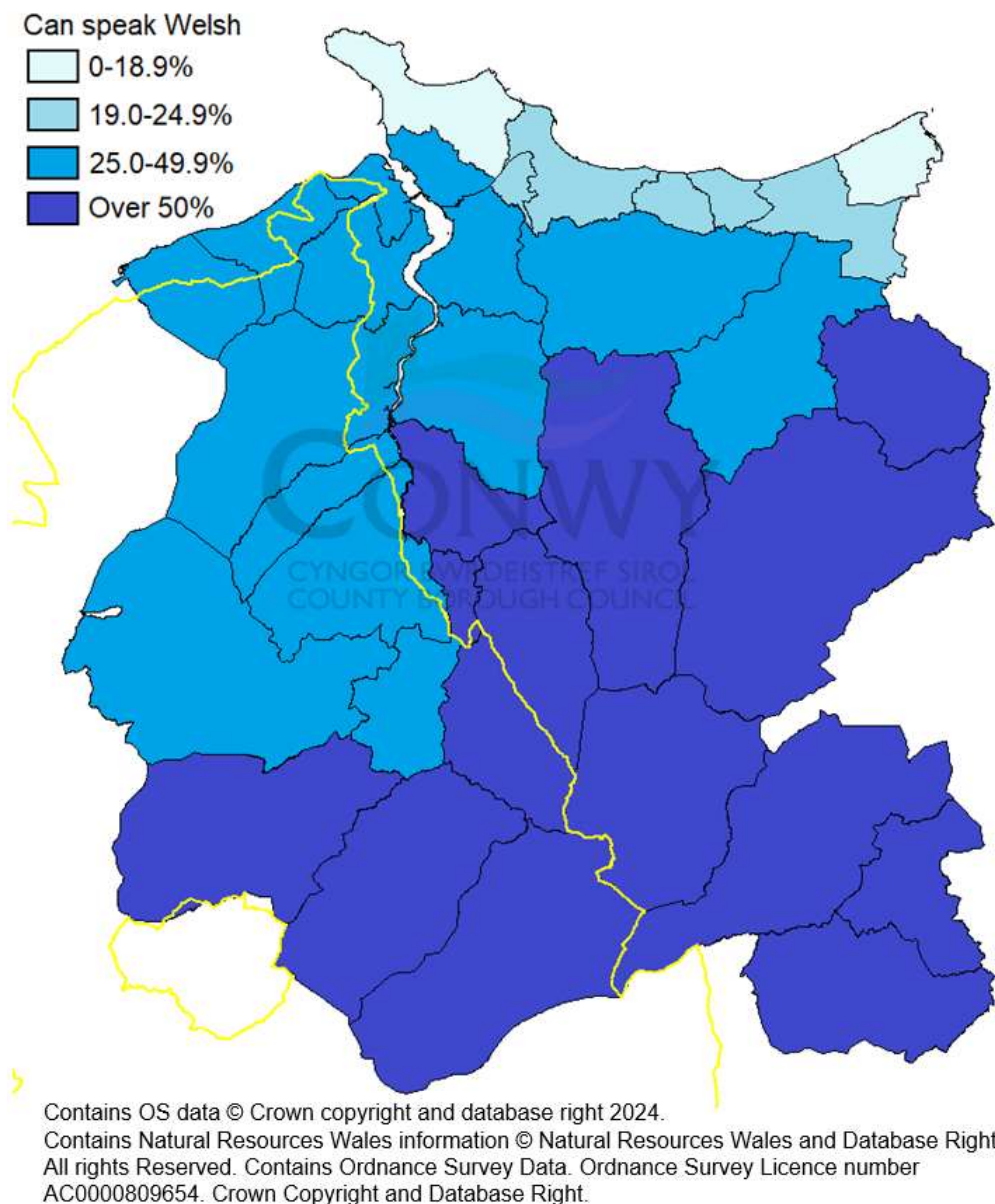
In the whole of Conwy 18.7% of people aged 16 and over have no qualifications and a higher proportion 32.4% have a level 4+ qualification. In the rural area people are generally better qualified in comparison with the whole of Conwy average with 35.4% having level 4 + and 16.9% having no qualifications.

2.2.8 Welsh Language

Welsh language and culture is an important part of rural communities and their character. Welsh 'heartlands', where at least 50% of residents speak Welsh, are areas where the probability of hearing Welsh in use in everyday life is more likely¹. These areas are shaded dark blue in the map below and are found in the south east parts of the County Borough. Other rural areas are shown to be above 26%, which is average for Conwy County Borough.

¹ Aitchison, J. and Carter, H. (1998) 'The Regeneration of the Welsh Language: An analysis' An Annual Review of Economic and Social Research Contemporary Wales Vol 11, pp 167-185

Figure 1: Welsh speakers in Conwy County Borough (2021)



Source: 2021 Census table PP014

3 Current Planning Policy Position

Key elements of National and Local Planning Policy guidance have been summarised below in terms of how they impact upon the rural area:

3.1 Future Wales – The National Plan 2040

Future Wales promotes vibrant rural places with access to jobs, homes and services in order to attract and retain people. It also states: “Strategic and Local Development Plans must plan positively to meet the employment needs

of rural areas including employment arising from the foundational economy; the agricultural and forestry sector, including proposals for diversification; start-ups and micro businesses.”

The Plan recognises that large parts of Wales are rural in character with 40% of the population living in settlements with fewer than 10,000 people. Rural areas contain prosperous and deprived communities, innovative businesses, essential resources and distinctive histories and cultures. Tourism is a significant industry for the rural area as its role in meeting the country’s water, food and energy needs.

3.2 Promoting Diversification in the Rural Economy – Planning Policy Wales

Planning policy governing rural locations and issues can be found within Planning Policy Wales, Chapter 5. The main points of this are as follows:

- Whilst the protection of the open countryside should be maintained wherever possible, the expansion of existing businesses located in the open countryside should be supported provided there are no unacceptable impacts. New businesses in rural areas are essential to sustain and improve rural communities, but developments which only offer short-term economic gain may not be appropriate.
- Planning Authorities should adopt a constructive approach towards agricultural development proposals, especially those which are designed to meet the needs of changing farming practices or are necessary to achieve compliance with new environmental, hygiene or welfare legislation, and adopt a positive approach to the conversion of rural buildings for business re-use.
- The establishment of new enterprises and the expansion of existing business is crucial to the growth and stability of rural areas.
- A flexible approach towards micro businesses/self-employed and home working is needed.

3.3 TAN 6 – Planning for sustainable rural communities

Also at a national level, technical guidance exists in the form of TAN 6 key points are highlighted:

- Conversions -While initial consideration should be given to converting existing buildings for employment use sensitively located and designed new buildings will also often be appropriate.
- Types of diversification -Many economic activities can be sustainably located on farms. Small on-farm operations such as food and timber processing and food packing, together with services (e.g. offices, workshop facilities, equipment hire and maintenance), sports and recreation services, and the production of non-food crops and renewable energy, are likely to be appropriate uses.
- Farm Shops - When considering planning applications for farm shops, planning authorities should only limit the broad types of produce sold where an unrestricted retail use would result in a significant adverse effect on a village shop. Where there are no other shops in the locality, planning authorities should support a diversity of retail services, for example a sub post office, to help to meet essential needs of the community.
- Qualifying rural enterprises comprise land related businesses including agriculture, forestry and other activities that obtain their primary inputs from the site, such as the processing of agricultural, forestry and mineral products together with land management activities and support services (including agricultural contracting), tourism and leisure enterprises.
- Development plans may include a broader definition of qualifying rural enterprises where this can be justified by specific local evidence.

3.4 Conwy Local Development Plan Policy

At a local level, the adopted Conwy LDP includes policies EMP/3, EMP/6, HOU/12, NTE/7 and TOU/4 which are relevant in the context of this paper. The LDP includes a flexible policy for new economic developments (EMP/3) where sites on the edge of main villages (that are technically within the open countryside) may be permitted. Local planning policy is broadly supportive of

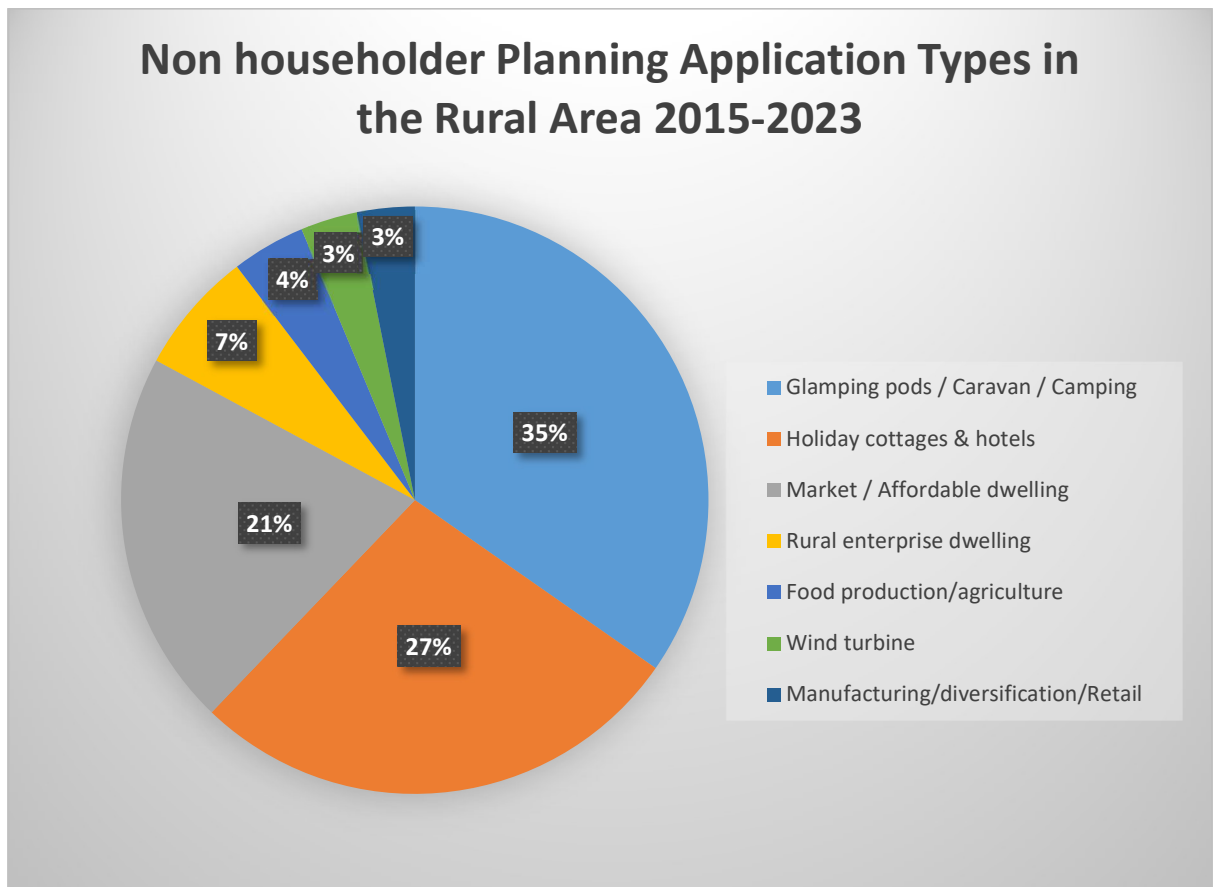
rural conversions to business use / re-use subject criteria regarding impact, character and a supporting business plan. Similarly conversions of rural buildings to residential use (subject to proof of lack of need for economic uses) are generally acceptable. NTE/7 includes policies on micro and small scale wind turbine development which are allowed in principle, subject to criteria. Tourism policy TOU/4 is supportive in principle of extensions and or improvements to existing caravan and camping sites in the rural area. Although new caravan and camping sites are only permitted where an existing tourism offer exists at that location, and new static caravan sites are not permitted under this policy.

4 The Application of Planning Policy - Rural Conwy

4.1 Analysis of Planning Applications in the Rural Area

The LDP applications database includes applications which were sent to Planning Policy Officers from October 2015 to April 2023. The sample used in this study includes all applications where TAN 6 or wind turbine applications were selected as being relevant policy considerations. This may not have captured all rural applications but will have captured a suitable number which will give a flavour of applications over the last eight years in the rural area. Based on these parameters, the Strategic Planning Policy Team were consulted on 222 applications for rural developments. The breakdown of application types are shown below:

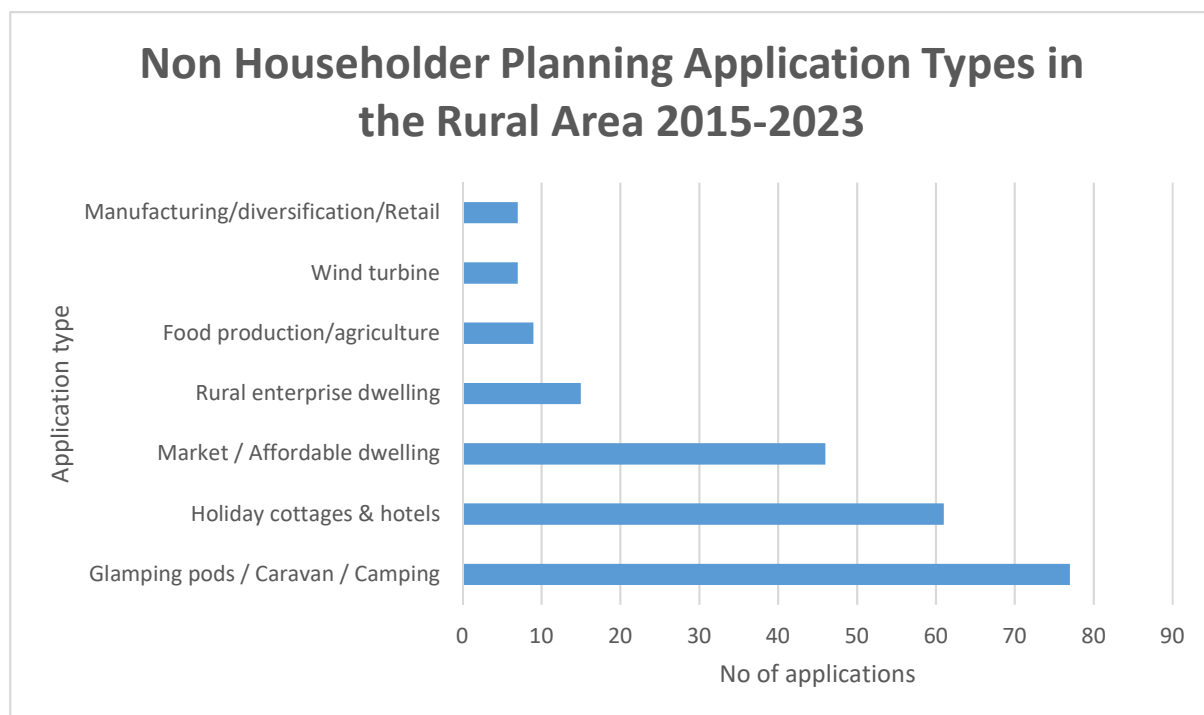
Figure 2: Percentage split of planning applications – Non-householder Planning Application Types in the Rural Area 2015-2023



4.2 It is noted that there is roughly a three-way split between the main categories which are proposals for caravan site extensions/yurts/shepherds huts, conversions to holiday cottages, and conversions to/new market/affordable dwellings. Food production, agriculture, wind turbine development, retailing and rural enterprise dwellings only account for 17% of the applications in the rural area.

4.3 The same data set has been used to produce the bar chart at *Figure 3* below, except this time it can be seen how many planning applications have been submitted for the various categories:

Figure 3: Numbers of planning applications – Non-householder Planning Application Types in the Rural Area 2015-2023: Numbers of planning applications – Non-householder Planning Application Types in the Rural Area 2015-2023



5 Implications of Brexit on the Rural Economy in Wales

5.1 Farming is the UK’s largest manufacturing sector with Europe being the UK’s largest export market. The UK only produces half of what its population eats and relies on European imports for a quarter of food supply. To add to this, 55% of all UK farm income is derived from European subsidies and the Sector heavily dependent on migrant workers². Within Wales, utilised agricultural land constitutes **88%** of the land area, compared to 69% in the England, 68% in Scotland and 73% in Northern Ireland.³

5.2 Brexit – Key issues for Wales

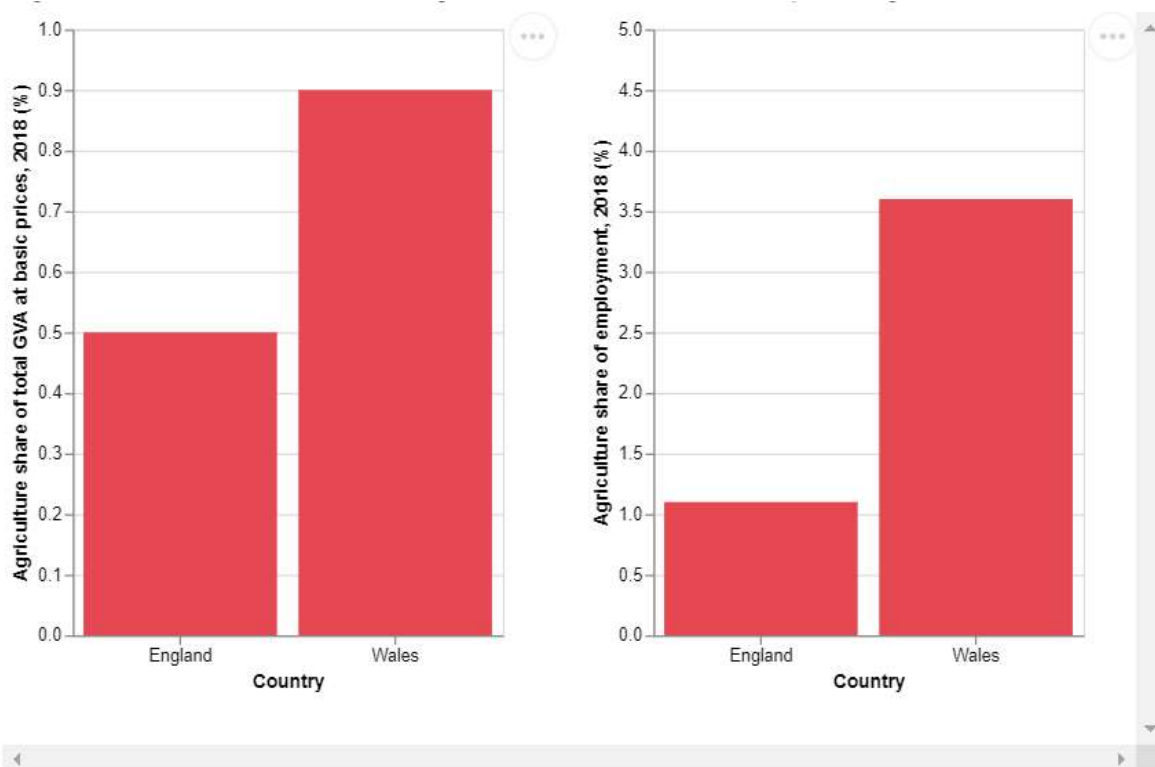
The bullet points below include some of the issues /challenges /opportunities specifically for Wales:

² theguardian.com 26/7/2017

³ Senedd, 2016

- The EU is the most economically valuable trading partner for Wales
- Overall proportion of contribution of agriculture to the Welsh economy is higher than in comparison to England – See Figure 1 below.

Figure 4: Contribution of agriculture to the economy in Wales



Source: [DEFRA](#)

- Tariffs are a key issue for many businesses, but equally non-tariff barriers such as delays at borders and customs certification can have a substantial impact on importers.
- Economic modelling suggests Welsh exports could be reduced by 6% (£1.1billion).

5.3 According to Public Health Wales, Brexit, COVID-19 and climate change represent the biggest combined Triple Challenge to health and well-being that Wales has faced in recent times. They also provide an opportunity for it to set a new direction and leverage policies and plans using health and well-being,

equity, and sustainability as a lens through which to view this. The Well-being of Future Generations (Wales) Act 2015 provides a key driver to do this.⁴

- 5.4 In terms of impact on farm income it seems that much depends on whether the direct payment system is abolished completely or in part. All UK regions show on average a decline in farm incomes if direct payments were to be fully abolished. Initially, the Welsh government had planned to end direct payments and begin phasing in a new funding regime from 2021. However, the new sustainable land management scheme is not now expected to open until January 2025. Under this scheme, farmers and land managers will be paid to farm in ways that promote environmental benefits such as carbon storage and soil and water quality. The Agriculture (Wales) Act 2023, sets out further detail on the sustainable land management objectives
- 5.4 As eluded to in 5.1, a significant issue is that of EU nationals who currently fill low-paid positions in the agricultural and service sectors returning to their home countries, and how this workforce is being replaced. There is also the impact of changing legislation affecting the countryside, food production and animal welfare and the knock-on effect upon rural communities.

6. Response from Education, Knowledge and Skill Providers

- 6.1 Conversations have been held with Coleg Glynllifon/Llysfasi/Menter a Busnes/Faming Connect about the future of their courses/work taking into account impacts of Brexit. These conversations reveal that much will stay the same with Levels 1 & 2 Agriculture courses remaining focused on practical work and hands-on experience, with classroom sessions to help build the underpinning knowledge.
- 6.2 The Level 3 Agriculture course content will continue to concentrate on existing knowledge of agriculture, preparing students to operate at a management level whilst also understanding the practical aspects. It also provides a vocational route into Higher Education, whilst gaining valuable hands-on

⁴ Public Health Wales April 2022

experience, combining studies of livestock, crops and machinery with practical training sessions.

6.3 Menter a Busnes continue to actively encourage farmers to prepare their business post Brexit by offering support to groups and individuals, providing awareness of entrepreneurship, innovation, business start-up and growth.

6.4 Farming Connect – Business Wales continue to provide service for farmers, foresters & food businesses through advice and support on business development, driving businesses forward, transforming business prospects, skills and mentoring (with funding support/free), innovation and through information hubs providing knowledge transfer.

7. Issues Brexit and other recent policy changes may raise for rural planning:

7.1 Considering the issues raised so far in this paper, the following knock-on effects may become apparent with implications for the planning system:

- Increased diversification of smaller enterprises - not just holiday units but micro businesses too.
- Applications for large-scale agricultural sheds- landscape/noise/odour/ecology/transportation issues
- Potential for increase in poly tunnel developments to support large scale crops/horticulture.
- Increase in applications for tourism businesses in the open countryside vs impact of a potential tourism tax and 182 day rule on holiday lets which may counter this
- Increase in need for rural enterprise dwellings to support both larger scale production and new micro businesses.
- Possible need for processing facilities for agricultural produce including livestock
- Increased demand for small scale food production units.
- Companies who are currently located in Europe and trading with the UK looking to establish a UK presence (to save money in the longer term).

- Need to explore the relationship between rural settlements and farming enterprises – hub and spoke models in terms of food processing/production and adding value to produce.
- As above, but consider the contribution exception sites and allocations within or on the edge of villages can make to supporting workers in rural enterprises.
- Decrease in land values – greater pressure to secure residential permissions?
- Pressure on rural infrastructure for example increased traffic on the roads, need for fast broadband/mobile data connection etc.
- Home working - increase in demand to do this. Broadband/mobile connectivity also important in this regard
- More land becoming available on the edge of settlements for housing development (where farms were previously.)
- People leaving the countryside to retire in an urban setting (this is happening now – need to recognise links with Wellbeing and Future Generations Act.)
- General increased need for affordable housing in rural areas to support larger scale rural enterprises?
- Need to maintain a ‘presence in the countryside?’ – Previous agricultural policy prior to UK membership of the EU.

8. Possible options to progress at LDP Review

- 8.1 The Replacement LDP needs to strike a balance between being responsive to the impacts of Brexit on the rural economy while protecting the countryside from sporadic development. A lot of work will be undertaken to refine and review existing policies through the LDP review process. Key areas of policy change / review relating to the issues raised in this Background Paper are policies HOU/12- Reuse and adaptation of redundant rural buildings for residential use and EMP/6 - Reuse and adaptation of rural buildings. In terms of Rural Enterprise Dwellings (REDs). Officers could consider the possibility of allowing for use of agricultural dwellings/REDs as holiday accommodation. Policies for affordable housing exception sites, where 100% of the new homes

are affordable, will also require reviewing in line with national guidance. For example, permitting mixed market and affordable housing schemes in smaller settlements (hamlets) to support local people to remain living locally. Market housing could be restricted to those with a local connection only, which will include having employment in the area. This is explored further in BP69 rural housing.

- 8.2 Recognising the potential need for business expansion in the rural area and in line with national guidance, the scope of policy EMP/3 – New B1, B2, & B8 Office and Industrial Development on Non-Allocated Sites could be broadened or a new policy introduced to include support for the expansion of existing businesses in the rural area (including the open countryside) subject to criteria.
- 8.3 There is scope to review the tourism policies in the LDP namely TOU/1 Sustainable tourism, TOU/2 New sustainable tourism and recreational development and TOU/4 Chalet, caravan and camping sites. In particular clarity over what is permissible in terms of new holiday accommodation (type) and if under any circumstances new accommodation would be permitted as part of diversification where there is no existing tourism offer on site.

Welsh Government have over the past couple of years reviewed guidance on holiday accommodation and second homes resulting in a change to the Use Classes Order. The use classes order has been amended to create new use classes to separate:

1. 'dwellinghouses, used as sole or main residences' (class C3),
2. 'dwellinghouses, used otherwise than as sole or main residences' (class C5) and
3. 'short-term lets' (class C6).

The General Permitted Development Order (GDPO) has been amended to allow permitted changes between the new use classes, C3, C5 and C6. These permitted development rights can be removed within a specific area by

applying an article 4 direction, however this has to be on the basis of robust local evidence. If implemented, householders would need to apply for planning permission to change use from a C3 permanent dwelling to a C5 second home, or C6 holiday let. It cannot be applied retrospectively, and so properties already in use as a second home or holiday let would not need to apply for planning permission. Background Paper 52 on second homes and holiday lets will examine the evidence behind this further and will look at a criteria-based policy that could be implemented once an article 4 direction is put in place. BP69 on rural housing also considers whether it would be beneficial and justified to restrict new build homes in some rural areas to C3 occupancy only. This would prevent any loss of new permanent housing stock to second homes or holiday lets. This condition cannot be applied to the existing dwelling stock, or ones already granted permission but not yet built.

WG has also made changes to the requirements for short-term holiday lets to be on the non-domestic rates register, and therefore exempt from paying the second home Council tax premium. The number of days a property has to be let has increased from 70 to 182 days from April 2023. This may adversely impact some farm diversification schemes in cases where the full 182 days cannot be met. The property would be considered a domestic property for Council tax. If conditioned for holiday let use only, they were exempt from paying the second home premium, but the level of Council tax is likely to be higher than the business rates paid, due to small businesses rate relief.

- 8.4 The ideas for possible policy change raised in this background paper are by no means definite or exhaustive. They represent areas for discussion and possible further research before policies are updated and included in the Replacement LDP.

Appendix 1 Ward Statistics Rural Area

Conwy County Borough statistical profiles 2023 Local Development Plan sub area - Rural (excluding Betws-y-Coed)

| Population characteristics | | | | | |
|---|--------|--------|----------|--------|--------|
| Population, age and gender 2021 (Census 2021) | | | | | |
| | Rural | | Conwy CB | Wales | E & W |
| | Number | % | % | % | % |
| Population 2011 | 18,650 | Change | Change | Change | Change |
| Population 2021 | 18,050 | -3.2% | -0.4% | 1.4% | 6.3% |
| Males | 8,950 | 49.5% | 48.4% | 48.9% | 49.0% |
| Females | 9,100 | 50.5% | 51.6% | 51.1% | 51.0% |
| Aged 0-15 | 2,850 | 15.7% | 16.0% | 17.6% | 18.5% |
| Aged 16-29 | 2,250 | 12.4% | 13.0% | 16.6% | 17.1% |
| Aged 30-44 | 2,650 | 14.6% | 15.4% | 18.0% | 19.9% |
| Aged 45-65 | 5,850 | 32.5% | 29.6% | 27.7% | 26.9% |
| Aged 66-84 | 3,900 | 21.7% | 22.1% | 17.5% | 15.1% |
| Aged 85+ | 550 | 3.1% | 3.9% | 2.7% | 2.4% |
| Population density 2021 (persons/ha) | | 0.21 | 1.02 | 1.50 | 3.95 |

| Population characteristics (Census 2021) | | | | | |
|--|--------|-------|----------|-------|-------|
| | Rural | | Conwy CB | Wales | E & W |
| | Number | % | % | % | % |
| Born in Wales | 11,817 | 65.5% | 55.5% | 70.9% | 4.5% |
| Born outside the UK | 587 | 3.3% | 5.2% | 6.9% | 16.8% |
| Ethnicity - white British | 17,476 | 96.9% | 94.1% | 90.6% | 74.4% |
| Other white | 353 | 2.0% | 2.8% | 3.3% | 7.3% |
| Mixed ethnic group | 106 | 0.6% | 1.1% | 1.6% | 2.9% |
| Other ethnic groups | 107 | 0.6% | 2.0% | 4.6% | 15.4% |
| Religion - Christian | 9,923 | 55.0% | 50.8% | 43.6% | 46.2% |
| Other religion | 194 | 1.1% | 1.9% | 3.6% | 10.6% |
| No religion | 6,792 | 37.6% | 40.9% | 46.5% | 37.2% |
| (of persons aged 3+) | | | | | |
| Speak Welsh | 8,981 | 51.1% | 25.9% | 17.8% | - |
| No skills in Welsh | 6,556 | 37.3% | 61.9% | 74.8% | - |

| Health | | | | | |
|--|--------|-------|----------|-------|-------|
| Health and provision of care (Census 2021) | | | | | |
| | Rural | | Conwy CB | Wales | E & W |
| | Number | % | % | % | % |
| People with limiting long term illness | 3,310 | 18.3% | 22.6% | 21.6% | 17.5% |
| People providing unpaid care | 1,682 | 9.3% | 10.1% | 10.0% | 8.4% |

| Patients with chronic illness, by GP cluster (General Medical Services QAIF, September 2022) | | | | | |
|--|-----------------------|-------|----------|-------|--|
| | Conwy west (best fit) | | Conwy CB | Wales | |
| | Number | % | % | % | |
| Hypertension (high blood pressure) | 11,500 | 17.9% | 17.9% | 15.7% | |
| Obesity (patients aged 16+) | 5,750 | 10.8% | 10.5% | 11.8% | |
| Asthma | 4,450 | 6.9% | 7.3% | 7.2% | |
| Diabetes mellitus (patients aged 17+) | 4,050 | 7.8% | 8.4% | 8.0% | |
| Coronary heart disease | 2,500 | 3.9% | 4.2% | 3.5% | |
| Cancer | 2,800 | 4.4% | 4.4% | 3.4% | |
| Chronic obstructive pulmonary disease* | 1,600 | 2.5% | 2.5% | 2.2% | |
| Stroke | 1,650 | 2.5% | 2.5% | 2.2% | |
| Heart failure | 850 | 1.3% | 1.3% | 1.2% | |
| Mental health | 650 | 1.0% | 1.1% | 1.0% | |
| Dementia | 500 | 0.8% | 0.9% | 0.7% | |
| Epilepsy (patients aged 18+) | 500 | 1.0% | 1.0% | 1.0% | |

* lung diseases including chronic bronchitis and emphysema

Based on clusters of GP surgeries as identified by local health boards. The health boards have formally developed arrangements for small groups of GP practices to work collaboratively to develop services in the community, serving populations of between 30 and 50 thousand patients. Clusters are best fit to the sub areas and do not exactly match the same boundaries.

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Produced by the North Wales Regional Innovation Coordination Hub, November 2023

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<https://www.northwalescollaborative.wales/statistics/>

Conwy County Borough statistical profiles 2023

Local Development Plan sub area - Rural (excluding Betws-y-Coed)

| Housing and living arrangements | | | | | |
|---|--------------|---------|---------------|------------------|-------------------|
| Households (Census 2021) | | | | | |
| | Rural | | Conwy CB | Wales | E & W |
| | Number | % | | | |
| Total households | 7,882 | | 52,235 | 1,347,114 | 24,783,199 |
| Household composition | | | | | |
| All one person households | 2,264 | 28.7% | 34.3% | 31.9% | 30.2% |
| - one person; aged 66+ | 1,174 | 14.9% | 17.8% | 14.6% | 12.9% |
| All households with dependent children | 1,824 | 23.1% | 23.0% | 26.5% | 28.4% |
| - lone parents with dependents | 364 | 4.6% | 6.7% | 7.6% | 6.9% |
| All households of only pensioners | 2,249 | 28.5% | 30.8% | 24.9% | 22.2% |
| Population in private households | 17,940 | 99.4% | 98.4% | 98.2% | 98.3% |
| Average household size | | 2.28 | 2.16 | 2.27 | 2.36 |
| Household facilities | | | | | |
| No central heating | 186 | 2.4% | 1.6% | 1.2% | 1.5% |
| Overcrowded | 203 | 2.6% | 3.2% | 3.1% | 6.3% |
| No car | 773 | 9.8% | 18.5% | 19.4% | 23.3% |
| Tenure | | | | | |
| Owner occupied | 5,671 | 71.9% | 69.0% | 66.4% | 62.5% |
| Rented from social landlord | 790 | 10.0% | 12.0% | 16.5% | 17.1% |
| Other rented | 1,405 | 17.8% | 19.0% | 17.0% | 20.3% |
| Dwellings by council tax band (VOA, March 2023) | | | | | |
| | Rural | | Conwy CB | Wales | |
| | Number | % | | | |
| Total dwellings | 8,870 | 100% | 58,030 | 1,469,150 | |
| Band A | 470 | 5.3% | 9.3% | 14.5% | |
| Band B | 1,230 | 13.8% | 14.3% | 20.8% | |
| Band C | 2,120 | 23.8% | 26.8% | 21.8% | |
| Band D | 1,620 | 18.2% | 20.5% | 16.2% | |
| Band E | 1,820 | 20.4% | 15.9% | 13.5% | |
| Band F | 1,130 | 12.7% | 8.8% | 8.2% | |
| Band G | 400 | 4.5% | 3.3% | 3.7% | |
| Band H | 60 | 0.7% | 0.7% | 0.9% | |
| Band I | 20 | 0.2% | 0.3% | 0.4% | |
| House prices (Land Registry, 2022; CACI PayCheck, 2022) | | | | | |
| | Rural | | Conwy CB | Wales | E & W |
| | £ | 220,000 | £ 200,000 | £ 190,000 | £ 272,500 |
| Median (All house types) | £ | 160,000 | £ 150,000 | £ 136,000 | £ 175,000 |
| Lower quartile (All house types) | | 6.6 | 6.2 | 6.1 | 7.4 |
| Ratio income:houseprice (median) | | 8.2 | 8.1 | 7.6 | 8.5 |
| Ratio income:houseprice (lower quartile) | | | | | |
| Housing related benefits (DWP, August 2023) | | | | | |
| | Rural | | Conwy CB | Wales | GB |
| | Number | % | | | |
| Total claimants | 980 | 100% | 9,760 | 278,650 | 5,687,480 |
| - housing benefit | 505 | 51.8% | 48.4% | 44.7% | 41.7% |
| - Universal Credit housing element | 470 | 48.2% | 51.6% | 55.3% | 58.3% |
| - social rented | 585 | 58.9% | 54.7% | 67.7% | 63.6% |
| - private rented | 395 | 40.0% | 44.4% | 31.4% | 35.0% |
| - households with children | 320 | 32.8% | 35.6% | 38.3% | 40.1% |
| - single person aged 16-65 | 275 | 28.1% | 36.3% | 36.4% | 36.5% |
| - single person aged 66+ | 225 | 23.2% | 19.7% | 17.3% | 16.6% |

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Conwy County Borough statistical profiles 2023

Local Development Plan sub area - Rural (excluding Betws-y-Coed)

| Community safety | | | | | |
|---------------------------------------|--------|-------|----------|-------|-------|
| Crime incidences (North Wales Police) | | | | | |
| | Rural | | Conwy CB | Wales | E & W |
| (year end 31st March) | Number | Rate* | | | |
| All crime incidences 2022/23 | 788 | 43.66 | 100.16 | 88.72 | 93.71 |
| Violence against the person | 385 | 21.33 | 49.35 | 37.43 | 35.46 |
| Theft & handling | 82 | 4.54 | 13.23 | 13.46 | 17.49 |
| Criminal damage & arson | 89 | 4.93 | 11.02 | 10.02 | 8.91 |

*annual crime rate per 1,000 population

| Economy and employment | | | | | |
|---|--------------|-------|----------------|------------------|-------------------|
| Industry of employment (Census 2021) | | | | | |
| | Rural | | Conwy CB | Wales | E & W |
| | Number | % | | | |
| All in employment (aged 16 and over) | 8,754 | | 313,304 | 1,368,454 | 27,773,661 |
| Agriculture, forestry & fishing | 906 | 10.3% | 2.4% | 1.8% | 0.9% |
| Mining, quarrying, energy, water | 163 | 1.9% | 1.8% | 1.9% | 1.5% |
| Manufacturing | 446 | 5.1% | 4.5% | 8.7% | 7.3% |
| Construction | 893 | 10.2% | 8.6% | 8.6% | 8.7% |
| Wholesale & retail | 1,077 | 12.3% | 15.2% | 14.5% | 15.0% |
| Transport & storage | 237 | 2.7% | 3.1% | 3.8% | 5.0% |
| Accommodation & food services | 597 | 6.8% | 8.4% | 5.2% | 4.9% |
| Communication, finance, property | 420 | 4.8% | 5.2% | 6.9% | 9.9% |
| Professional, scientific, technical | 379 | 4.3% | 4.4% | 4.4% | 6.6% |
| Administrative & support services | 368 | 4.2% | 4.6% | 4.2% | 5.2% |
| Public administration & defence | 659 | 7.5% | 8.5% | 9.2% | 5.9% |
| Education | 955 | 10.9% | 9.5% | 9.6% | 9.8% |
| Health & social work | 1,254 | 14.3% | 19.0% | 17.0% | 14.7% |
| Other | 400 | 4.6% | 4.8% | 4.2% | 4.6% |
| Work mainly at or from home | 2,621 | 29.9% | 23.4% | 25.6% | 31.2% |
| No qualifications (all aged 16+) | 2,574 | 16.9% | 18.7% | 19.9% | 18.2% |
| Level 4+ qualification | 5,383 | 35.4% | 32.4% | 31.5% | 33.8% |

| Social class (Census 2021) | | | | | |
|-----------------------------|---------------|-------|---------------|------------------|-------------------|
| | Rural | | Conwy CB | Wales | E & W |
| | Number | % | | | |
| All aged 16 and over | 15,210 | | 96,364 | 2,559,416 | 48,566,373 |
| Managerial & professional | 4,912 | 32.3% | 31.0% | 29.6% | 33.0% |
| Skilled | 5,504 | 36.2% | 30.3% | 27.9% | 27.4% |
| Part / unskilled | 3,215 | 21.1% | 25.5% | 26.3% | 23.4% |
| Students & other | 1,579 | 10.4% | 13.1% | 16.2% | 16.2% |

| Unemployment (claimant count) (NOMIS, 2023) | | | | | |
|---|--------|-------|----------|-------|-------|
| | Rural | | Conwy CB | Wales | GB |
| | Number | % | | | |
| October 2023 | 195 | 1.8% | 3.4% | 3.2% | 3.7% |
| July 2023 (previous quarter) | 185 | 1.7% | 3.4% | 3.2% | 3.7% |
| October 2022 (previous year) | 165 | 1.5% | 3.3% | 3.2% | 3.5% |
| October 2018 (5 years ago) | 105 | 1.0% | 2.3% | 2.3% | 2.2% |
| Claimants aged 16-24 (Oct-23)* | 25 | 12.8% | 19.1% | 20.8% | 18.0% |
| Claimants aged 50+ (Oct-23)* | 55 | 28.2% | 26.9% | 21.6% | 22.6% |

Rounded to nearest 5. * % is of all claimants.

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Conwy County Borough statistical profiles 2023

Local Development Plan sub area - Rural (excluding Betws-y-Coed)

| Income and benefits | | | | | |
|--|--------------|-------|-----------------|--------------|-----------|
| Household income (CACI PayCheck, 2022) | | | | | |
| | Rural | | Conwy CB | Wales | GB |
| | £ | % | | | |
| Median income (annual) | 33,500 | | 32,100 | 31,350 | 36,700 |
| Lower quartile | 19,450 | | 18,550 | 17,900 | 20,350 |
| Households below 60% GB median (= < £22,021) | | 30.0% | 32.0% | 33.4% | 27.8% |
| Benefits (DWP, May 2023) | | | | | |
| <i>There is a discontinuity in the benefits data, as Universal Credit is rolled out and starts to replace older awards systems. % is of all in that age group.</i> | | | | | |
| | Rural | | Conwy CB | Wales | GB |
| | Number | % | | | |
| Children (aged 0-15) | | | | | |
| Disability Living Allowance (DLA) | 140 | 5.0% | 6.9% | 5.8% | 5.7% |
| Working age (aged 16-65) | | | | | |
| Universal Credit | 1,005 | 9.4% | 15.2% | 15.2% | 15.6% |
| Job Seekers Allowance (JSA) | 5 | 0.1% | 0.3% | 0.2% | 0.2% |
| Employment & Support Allowance (ESA) | 405 | 3.8% | 5.5% | 5.8% | 4.2% |
| Disability Living Allowance (DLA) | 20 | 0.2% | 0.3% | 0.2% | 0.5% |
| Personal Independence Payments (PIP) | 715 | 6.6% | 9.5% | 10.0% | 7.3% |
| Carer's Allowance | 255 | 2.4% | 3.3% | 3.3% | 2.7% |
| Pensioners (aged 66+) | | | | | |
| State Pension | 4,515 | | | | |
| Pension Credit | 445 | 10.0% | 12.4% | 13.1% | 13.2% |
| Attendance Allowance | 650 | 14.5% | 17.5% | 17.0% | 15.4% |
| Disability Living Allowance (DLA) | 155 | 3.4% | 4.5% | 6.8% | 4.5% |
| Personal Independence Payments (PIP) | 165 | 3.6% | 5.1% | 6.9% | 5.0% |
| Carer's Allowance | 110 | 2.5% | 3.5% | 3.9% | 3.0% |

| Poverty and deprivation | | | | | |
|---|--------------|--------------|-----------------|--------------|----------------|
| Children in low income families - relative income poverty (DWP, 2021/22) | | | | | |
| | Rural | | Conwy CB | Wales | E&W |
| | Number | % | | | |
| Children in in-work families | 615 | 21.8% | 23.5% | 21.7% | 17.6% |
| Children in out-of-work families | 125 | 4.4% | 5.1% | 5.5% | 7.1% |
| Total | 740 | 26.2% | 28.5% | 27.2% | 24.7% |

As % all children aged 0-15. 'In work' is working 16 hrs a week or more. Relative income poverty = below 60% of UK median.

| Welsh index of multiple deprivation (Welsh Government, 2019) | | | | | |
|---|--------------|------------|-----------------|------------|--|
| | Rural | | Conwy CB | | |
| | 10% | 25% | 10% | 25% | |
| Total LSOAs in area | 11 | | 71 | | |
| No. LSOAs in most deprived: | 10% | 25% | 10% | 25% | |
| In each deprivation domain | | | | | |
| Overall Index | 0 | 0 | 4 | 11 | |
| Income | 0 | 0 | 5 | 14 | |
| Employment | 0 | 0 | 5 | 15 | |
| Health | 0 | 0 | 3 | 10 | |
| Education | 0 | 0 | 1 | 9 | |
| Access to services | 8 | 9 | 9 | 18 | |
| Housing | 0 | 0 | 6 | 17 | |
| Community safety | 0 | 0 | 0 | 5 | |
| Physical environment | 2 | 7 | 6 | 16 | |

Deprivation data shows how many lower super output areas (LSOAs) in the area are in the 10% and 25% most deprived LSOAs in Wales.

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