



## Investment Opportunities in the Llŷn Peninsular

Final report: Cynlas Ltd  
Maneg.  
Pryderi Ap Rhisiart.

Report to:  
Menter Môn

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# Investment opportunities in the Llŷn

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# 1. Introduction

## 1.1. Background

This responds to the brief published by Menter Môn in May 2017 and is based on the objectives of the “Be Nesa Llŷn” group’s aspirations to further develop their portfolio of investments more directly in the wider economy of the Llŷn Peninsula.

‘Be Nesa’ is a ‘Community of Interest’ group that has come together to help young people to continue to live and work in the area through providing interest free loans for start-up businesses or to help indigenous businesses grow. The fund has been created from the private funding of the group's members, and is testament to their dedication and passion for the area.

The loan fund is managed and administered by Menter Môn at their Porthmadog office.

## 1.2. The Brief

The aim was to identify investment opportunities that would help support, individuals, groups and businesses to have ownership over the local economy and to ensure that profits are put back into the area.

Cynlas Ltd, Maneg and Pryderi Ap Rhisiart were therefore commissioned to undertake research and identify opportunities for investment, focusing on at least 5 investment opportunities in one or more of the following areas:

- Goods
- Property
- Start-up New Business
- Existing Business
- Land

The briefing also asked for:

- Consideration of potential growth areas for the next five years
- Consideration of the five individual investment opportunities, which should specifically include:
  - Details of investment opportunity
  - Experience and skills of the business owners
  - Regulatory issues such as Planning Permission
  - Level of investment required.
  - Current status of Business
  - Growth potential
  - Return on investment
  - Job creation / Jobs Safeguarded

- Supply Chain Opportunities

However, it was also noted that the Group would also be required to undertake their own thorough due diligence if they wish to proceed with any of the investment opportunities presented.

1.3. The next section expands on the challenges of undertaking this task.

## 2. The Challenge

- 2.1. The Llyn Peninsula undoubtedly has many strengths, and despite a number of prevalent problems, our research suggests that it remains a key destination, particularly in terms of tourism. There are also strengths within the food sector, artisan crafts and goods and renewable energy. There is also potential here to further develop the outdoor sector, with a focus on the coast, and opportunities to strengthen entrepreneurship and innovation among young people.

The area has faced a number of difficulties in recent years, exacerbated by downturns in the economic climate and the squeeze on the public purse. Rural poverty and access to services continues to be a problem across the Peninsula and there is also serious lack of private investment.

However, the sailing Academy in Pwllheli has created focus and raised the profile of the area, and has potentially provided an opportunity to further improve and grow the town's economy. Be Nesa's activities and the new vitality of the Aberdaron business community also provide inspiration and a model for other communities in the area.

There is also a lot of transient wealth evident in the Llyn, particularly in Abersoch. This wealth does not necessarily impact positively on the wider economy at present. However, there is still potential for Menter Môn and others to work with this cohort of residents of the Llyn Peninsula to see whether there is potential for investment in projects and activities that would leave a lasting legacy, and support sustainable economic growth in the future.

- 2.2. In developing the project, we were mindful of a number of economic and social issues that would influence the success or otherwise of this exercise.

As regards to employment, the following table shows the breakdown of the main sectors:

Sector	Percentage
Construction	10.8%
Retail	15.9%
Accommodation/Food	10.8%
Education	9.8%
Health and care	12.8%

**Table 1 Llyn Peninsula Main Employment**

- 2.3. Around 27,000 people live in the area, with 67% working. 8000 are defined as falling

within the older generation. As regards to employment, 8,900 are employed, with 3,266 self-employed.

The continued squeeze on public sector resources means that the ability of organisations such as local authorities to continue to support rural regeneration is becoming more and more difficult. Brexit, with all the uncertainties that surround it at present, is creating uncertainty for rural and peripheral areas such as the Llŷn Peninsula. This backdrop strengthens the debate about the need for a local agenda with a definite vision and strong ideas; and for projects that have local ownership.

There are undoubtedly key strengths in the area, including tourism and maritime services. But the Llŷn Peninsula also faces a number of social and economic challenges.

The commercial heart of the area's main town, Pwllheli, has deteriorated; most evidently reflected in the number of vacant shops and units in the town centre.

The shortage of hotels and other accommodation across the Llŷn Peninsula is also a cause for concern, and has been an obvious issue during the period of our work.

During this exercise, it was noted that there were opportunities to build on the investment in marine and recreational facilities in Pwllheli and the surrounding area. The most prominent is the £ 9m invested in the National Sailing Academy at Plas Heli. The Academy's strategy is partly based on exploiting the potential afforded by the natural setting and world-class sailing waters around Pwllheli.

According to the Academy, in 2015 (when it was officially opened), events produced approximately 35,000 bed nights. However, at the time of the study, a significant proportion of staying visitors were being redirected to adjoining areas such as Porthmadog and Caernarfon.

While some concerns exist locally about the long-term sustainability of the Sailing Academy, the significant investment that has taken place, and the opportunities that arise for the development of projects, should be more fully considered.

It has become more evident that developing and protecting the strengths and assets of the Llŷn through private investment is going to be a critical factor in the future; especially in attempting to regenerate Pwllheli and the wider areas as a maritime and leisure destination.

Across the Llŷn, employment opportunities are appallingly low, (1 for every 3.4 unemployed), playing a key part in the continued migration of young people. A 2015 report from Gwynedd Council stated that some 38% of households were living below the poverty threshold.

Set out below are some key statistics that are relevant to this study:

- 60% increase in people over 80
- 73% speak Welsh
- £293 – Median weekly wage (the lowest in Britain)
- 73% of people in the area are priced out of the housing market
- Loneliness is a key issue in some villages and towns, particularly Pwllheli and Nefyn
- A number of communities rank among the 10% of most deprived in terms of access to services.

2.4. In the next section we will focus on the methodology deployed in undertaking this study.

## 3. The Projects

### 3.1. The Methodology

A structured approach to consultation research was established.

The following steps were followed:

- The development of a consultee list of key organisations, businesses and individuals, utilising a variety of information sources to identify opportunities
- A long list of opportunities presented to the Group
- A format for more fully developing ideas for investment agreed.
- Shortlist of projects drawn up.

### 3.2. Consultation list.

Working closely with Menter Môn, and utilising the the team's own research and information resources, a list of stakeholders, businesses and relevant organisations was drawn up. In this way, several ideas for potential projects were uncovered and developed. We developed a list of key individuals and organisations and businesses that we then directly engaged with.

3.3. The consultation list can be found on the next page as **Table II**.

#### Long list

A number of ideas were highlighted during the work (**See below table 3**). Note that the wide range of projects, and across different sectors and areas of the Llŷn Peninsula. From this long list, a shortlist of projects that offered the most appeal was decided upon by the Be Nesa group. Each group member was asked to choose their 5 priorities and the options were matched to a shortlist of 7 projects; namely

- Nant Gwrtheyrn Adventure Tourism
- Bunkhouse - Old Yacht Club Pwllheli
- Plas Glyn Y Weddw Café
- North Quay, Pwllheli
- Seafood
- Healthcare and Support for Older People
- Commercial Properties

### 3.4. Shortlist

The above shortlist was further developed and researched by the team and each of the following profiles is premised on the facts, statistics, and other information that was available and accessible at the time of the study. The information presented here is illustrative only, and should there be any more detailed interest from investors, further due diligence and research will be required.



Pwy/Beth/Corff?	Pen Pic/Manylion
Mark Roberts	Gwr busnes blaenllaw.
Gwyn Jones	Oriel Glyn y Weddw a Cadeirydd Rhwydwaith Busnes Gwynedd.
Esyllt Rhys Jones	Cyngor Gwynedd, cysylltiadau ym Mhwlheli
Dafydd Watts	Energy Saving Trust
Iorwerth Williams	Dunn & Ellis; Cyfrifwyr.
Nia Griffiths	Rheolwr Gyfarwyddwr Plas Heli / Cyswllt a Clwb Hwyllo
Francon Williams	Cartrefi Cymunedol Gwynedd
Gwynedd Watkin	FUW
Meilir Hughes	Eiddo Cyngor Gwynedd.
Tudur Williams	Perchennog Caffi Melyn – Pwllheli. Prifysgol Bangor.
Christine Hughes	Felin Fach
Will Parry	Ynni Llyn
Alys Lloyd Jones	Swyddog Adfywio Lleol
Dafydd Hughes	'Be nawn ni heddiw'
Gwenan Griffiths	EcoAmgueddfa
Dr Arfon Williams.	Sector Gofal
Meinir Jones	Bws Arfordir Llyn
Jeff Williams	Nant Gwrtheyrn
Brian Rees Jones	Arbennigwr mewnfuddsoddi
Estate and Property Agents	Rhestr o eiddo wedi baratoi.
Grwp Be Nesa Llyn	

Tab 1 - Consultation Schedule

<ul style="list-style-type: none"> <li>Commercial Property Scheme</li> <li>Dwyfor Leisure Centre</li> <li>Neuadd Dwyfor</li> <li>North Quay/Front of Pwllheli</li> <li>The Fron Fair Site; Pwllheli</li> <li>Llanbedrog Cycle Route</li> <li>Food Concession on the beaches of the area</li> <li>Llwyndryys Photovoltaic Park</li> <li>New Café Development Plas Glyn Y Weddw</li> </ul>	<ul style="list-style-type: none"> <li>Develop an accommodation offer at the Old Sailing Club (Plas Heli).</li> <li>Meals on Wheels – Menter Felin Fach</li> <li>Local produce and seafood, focused on Nefyn</li> <li>Development of outdoor activities offer at Nant Gwrtheyrn</li> <li>Development of Crops on Enlli</li> <li>Nefyn Public House</li> <li>Crematorium</li> </ul>
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Tab 2 - Original Ideas List

## 4. Project Profile

In the pages to follow, we present the 7 main projects on the Shortlist.

# Investment opportunities on the Llŷn peninsula

## Project Profile: Nant Gwrtheyrn Adventure Tourism

### 1. Overview:

#### **Name: Nant Gwrtheyrn Adventure Tourism**

**Description:** Meeting with Jeff Williams-Jones who is a member of the Management Board on the 22nd August 2017 to discuss possible investment opportunities in the village.



Commercial opportunities continue to be developed on an ongoing basis, and there is a recognition that attracting public funding to support projects is likely to become less of a prospect in the future. There is a clear need for Nant Gwrtheyrn to become more commercial and there is an ethos in place to consider new ideas and partnerships where there are evident opportunities.

There is a willingness to partner with the private sector in developing Nant Gwrtheyrn further, and a flexibility in considering various options, including leasing. The detail would have to be discussed further, but the principle of partnership working is in place.



Going forward, there are clear opportunities for the development of an outdoor sector. Nant has already run downhill cycling events and the feedback from the cyclists has been excellent. However, the cyclists do not prove to be the people who spend at the café or want to stay in the bunkhouses; and unfortunately, it is not a part of the market that is likely to provide much in terms of added value to the wider

community.

Although there is no desire to further develop downhill cycling, there is an opportunity to look at the potential of another business in the outdoor sector; ideas such as "zip wire" or fun slides could be considered, along with even more innovative ideas. The Company is happy to discuss these opportunities with appropriate investors.

There is also the opportunity to develop pontoons, moorings and a wharf, to create a new destination for the sailors. It would link Caernarfon, Nefyn and Pwllheli and could all be promoted as a package. The tangibility of the full business opportunity needs to be further developed, but the research, so far, suggests that is significant potential that warrants further investigation.

**Recommendation:**

We believe there is potential here to take some measured risks, but there are also clearly some challenges, such as Planning, that also need to be resolved. A feasibility study should be undertaken that would identify the most promising "offer" and identify partners, vehicles for joint ventures and funding models for Nantgwrtheyrn.

**2. Category (s):**

Goods	<input type="checkbox"/>
Property	<input type="checkbox"/>
Start-up New Business	<input checked="" type="checkbox"/>
Current Business	<input checked="" type="checkbox"/>
Land	<input type="checkbox"/>
Service	<input checked="" type="checkbox"/>
Other ((Specify):	<input type="checkbox"/>

**3. Address and contact details:**

Address: Nant Gwrtheyrn, Llithfaen, Pwllheli, Gwynedd.
Post Code: LL53 6NL
Main Contact: Jeff Williams-Jones
Telephone number (s): 01758 750334/ Mobile: 07966 256565
E. mail: <a href="mailto:j.williams-jones@bangor.ac.uk">j.williams-jones@bangor.ac.uk</a>
www: <a href="http://nantgwrtheyrn.cymru/">http://nantgwrtheyrn.cymru/</a>

#### 4. Specifics:

<b>1. Ownership:</b>	<b>Nant Gwrtheyrn</b>
<b>2. Investment to date:</b>	There is currently no identified level of investment, this is at concept stage only at present.
<b>3. Planning permission and other relevant rules e.g. registered building, area of beauty etc.</b>	The scheme would require full planning permission in an area of outstanding natural beauty. We see this as a major risk to the scheme; and it would be prudent to discuss the concept with the relevant authorities at such an early stage in the development of the scheme.
<b>4. Investment Required:</b>	No costs have yet been identified.
<b>5. Business Plan?</b>	There is no business plan in place at the moment. This would be the next step in the process.
<b>6. Sector(s)</b>	Outdoor tourism
<b>7. Funding in place</b>	None
<b>8. Growth potential</b>	Creating a new sector in a growing market. The success of venues such as ZipWorld proves that there is an opportunity here and demand for this kind of experience.
<b>9. Return on investment</b>	This information will not be available until a business plan is in place.
<b>10. Employment</b>	There is an opportunity here to create a number of jobs; albeit that many would be, to a certain extent, seasonal.

<b>11. Supply Opportunities:</b>	Construction, planning and business planning consultants, together with ongoing opportunities in systems management, marketing and promotion.
<b>12. Adding Value:</b>	Potential to add significant value to the businesses of the area such as 'Y Fic' in Llithfaen, the Nant itself and then to the wider tourism sector in the area.
<b>13. Competition (Displacement):</b>	ZipWorld – Bethesda and Blaenau Ffestiniog, although the proposal may be very different and unique to avoid duplication.

## 5. Strategic

<b>Contribution to well-being:</b>	<b>A prosperous Wales</b>	<input checked="" type="checkbox"/>
	<b>Wales resilience</b>	<input checked="" type="checkbox"/>
	<b>Healthier Wales</b>	<input checked="" type="checkbox"/>
	<b>A more equal Wales</b>	<input type="checkbox"/>
	<b>A Wales of cohesive communities</b>	<input type="checkbox"/>
	<b>Wales in charge vibrant/language culture thriving</b>	<input checked="" type="checkbox"/>
	<b>Wales has a global responsibility</b>	<input type="checkbox"/>
<b>Regional/national strategies</b>		
<p>Tourism – Partnership for Growth: a strategy for Tourism 2013 – 2020 (Welsh Government)</p> <p>North Wales Economic Ambition Board</p> <p>Destination Management plan Gwynedd 2013-2020</p> <p>The well-being of future Generations (Wales) Act 2015</p>		

## 6. Potential investment

<b>Grants</b>	<ol style="list-style-type: none"> <li><b>1. Big Lottery</b></li> <li><b>2. Welsh Government – Tourism grants</b></li> <li><b>3. Community Facilities Programme</b></li> </ol>
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# Investment Opportunities on the Llŷn Peninsula

## Project Profile: "Bunkhouse" Old Yacht Club Pwllheli

### 1. Overview:

#### **Name: Bunkhouse Old Yacht Club Pwllheli**

**Description:** The former Yacht Club building in Pwllheli is owned by Plas Heli (the Sailing Academy). At the time of preparing this report the ambition for the building was to develop it as a high quality "bunkhouse". This, to be either a joint venture between Plas Heli and another organisation/business, or a development that could be undertaken by a separate entity.



There is an urgent need to address the significant shortage of quality bed spaces in Pwllheli and the Llŷn Peninsula. The Sailing Academy has estimated a conservative figure of 35,000 bed nights by the Sailing Academy in 2015.

Although an agreement with Haven Holidays is in place to accommodate some visitors and competitors, the capacity is not sufficiently adequate or appropriate for a large percentage of the Academy's users.



According to one of the Academy Directors, they had to direct enquiries to other parts of the Llŷn, and the adjoining areas of Gwynedd such as Porthmadog, and even Caernarfon.

From the Welsh Government's perspective, there is a need to uplift the standard of accommodation in Pwllheli and the wider area. This is seen as a way to add value to the significant investment that has already taken place at the Academy, and to ensure that as much expenditure as possible is retained locally.

**Recommendation:**

There is certainly a market demand for this type of provision in the area. A previous lottery bid had been submitted under the Coastal Communities Fund but was turned down due to strength of the business case at the time. However, there is now an opportunity to reconsider submitting a new application. (Also note that applications from private companies are eligible under this scheme).

Discussions should be held with Plas Heli to agree the way forward, and to talk to the Welsh Government regarding other support.

**2. Category (s):**

Goods	<input type="checkbox"/>
Property	<input checked="" type="checkbox"/>
Start-up New Business	<input checked="" type="checkbox"/>
Current Business	<input checked="" type="checkbox"/>
Land	<input type="checkbox"/>
Other ((Specify):	<input type="checkbox"/>

**3. Address and contact details:**

Address: Plas Heli, Hafan, Pwllheli. Gwynedd
Post Code: LL53 5YT
MAP Reference Number: 52 ° 53 ' 13 " N 4 ° 24 ' 22 " w/52.887 ° N 4.406 ° W/52.887; -4.406
Main contact: Stephen Tudor (Chair)
Telephone number (s): 01758 613343  e.mail: stephen.tudor@live.com  www.plasheli.org



#### 4. Specifics:

<b>14. Ownership:</b>	Plas Heli
<b>15. Investment to date:</b>	Initial work has been completed; Design work (sketch schemes) by Ellis Williams, and feasibility work
<b>16. Planning permission and other relevant rules e.g. A registered building, an area of beauty etc.</b>	Change of use consent will be required.
<b>17. Investment Required:</b>	No full costs to date.  Estimate capital expenditure of between £ 5k to £ 15k per person, depending on the standard. (excludes costs of professional fees).
<b>18. Business Plan?</b>	Needs to be undertaken.
<b>19. Sector(s)</b>	Tourism  Corporate Market
<b>20. Funds Available</b>	Not in place, but there are opportunities to attract grants.
<b>21. Growth Potential</b>	The work that has been completed for Plas Heli has demonstrated a need for additional bed space. This type of accommodation provision is an important sector in the Tourism Market in Wales. It is set out in the Welsh government's strategy for tourism 2013-2020  <i>"There are opportunities... to promote higher quality provision in our caravan and self-catering sectors, and to accelerate the encouraging investment that has taken place over recent years"</i>
<b>22. Return on Investment</b>	Estimated £10 per person per night (on average).
<b>23. Employment</b>	3-4 Part-time

<b>24. Supply Opportunities:</b>	Refurbishment of the building.
<b>25. Add Value:</b>	Add significant value to: Plas Heli, Pwllheli, Llŷn Peninsula
<b>26. Competition (Displacement):</b>	None – insufficient provision to respond to demand.

## 5. Strategic

<b>Contribution to well-being:</b>	<b>A prosperous Wales</b>	<input checked="" type="checkbox"/>
	<b>Wales resilience</b>	<input checked="" type="checkbox"/>
	<b>Healthier Wales</b>	<input checked="" type="checkbox"/>
	<b>A more equal Wales</b>	<input type="checkbox"/>
	<b>A Wales of cohesive communities</b>	<input type="checkbox"/>
	<b>Wales â Vibrant/language culture thriving</b>	<input type="checkbox"/>
	<b>Wales has a global responsibility</b>	<input type="checkbox"/>
<b>Regional/National Strategies</b>		
Partnership for Growth – Welsh Government Strategy 2013-2020		
The well-being of future Generations (Wales) Act 2015		
North Wales Ambition Board		
Gwynedd Scheme 2017-18		
Destination Management Plan Gwynedd 2013-2020		
Gwynedd and Anglesey Joint Local Development Plan		

## 6. Potential Investment

<b>Grants</b>	<ol style="list-style-type: none"> <li><b>1. Visit Wales</b></li> <li><b>2. Coastal Communities Fund (Big Lottery)</b></li> </ol>
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**7. Any other comments:**

This is a project with considerable potential, and meets a significant demand that exists in the area.

There will need to be proper control in place to make the project commercially viable.

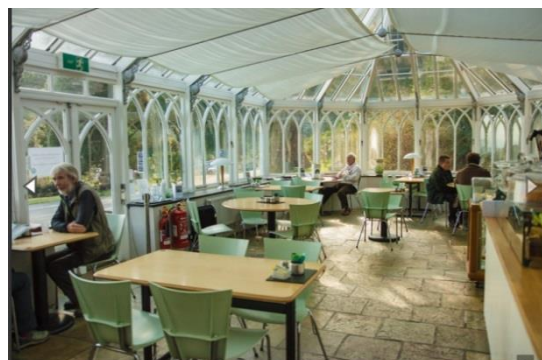
# Investment Opportunities on the Llŷn Peninsula

## Project Profile

### 1. Overview:

#### **Name: Plas Glyn y Weddw (New Café)**

**Description:** Plas Glyn Y Weddw Gallery is reaching a point in its growth as a social enterprise where it is becoming self-sustaining; however, there is a real need to improve and expand the provision of the café to help make this a reality.



There is a definite opportunity for investors to work with the directors to take a share in the café and agree a way of getting a "return" while supporting a worthwhile venture at the same time.

The Oriel is developing steadily with several schemes in the pipeline. The Gallery is very close to achieving full financial resilience, i.e. they are reaching a point where they will no longer be reliant on grant support to run the business. The final part of the business plan is to extend the Plas, to include expanding the café and introducing new toilet facilities. As things stand the café is considered to be too small and too hot.



There is a willingness to consider private investment as part of a co-financing package, with possibly other funding coming from Lottery funds. This could be in the form of loans, or other funding.

There is also support for the development of a cycleway to link Llanbedrog and Pwllheli, with a view to part promoting the café as a cycling café (with the ever-increasing popularity of road cycling).

The Council intend to develop a permanent cycle route between Llanbedrog and Pwllheli which follows the route of the old tramway. This would be a significant addition to the attractiveness of the area as a destination, and certainly helpful to Llanbedrog businesses, including Plas Glyn y Weddw. The Scheme would include a commercial opportunity to reintroduce a Tram Service, offering something unique and special to the area.

The cycle market is increasingly growing. The Gallery is well placed to promote the setting as a "cycling café"; a recognised destination for cyclists, and in particular road cyclists.

A recent article in "Women's Cycling" identified 5 key factors that make a "great" cycling café, namely:

1. Location
2. A warm welcome
3. Food
4. Suitable facilities for cyclists
5. Atmosphere

The unique location gives Plas Glyn y Weddw a clear advantage. It is somewhere different, and the proposals for the Pwllheli cycle route improve the viability of the concept.

Cyclists invest significantly in their bikes, and some bikes cost more than a car. Every review that we have looked at emphasises the need for safe facilities. This is something that can easily be arranged here.

**Recommendation:**

Certainly the Centre has a strong profile and presence. What is less clear is the potential to promote the café as a cycling café. This element of the work requires further feasibility work, but there is a willingness on behalf of the Directors to have further conversations with potential investors.

**2. Category (s):**

Goods	<input type="checkbox"/>
Property	<input checked="" type="checkbox"/>
Start-up New Business	<input type="checkbox"/>

**3. Address and contact details:**

Address: Llanbedrog, Pwllheli, Gwynedd
Post Code: LL53 8TT

Current Business	<input checked="" type="checkbox"/>
Land	<input type="checkbox"/>
Other ((Specify):	<input type="checkbox"/>

MAP Reference Number:
Main Contact: <b>Gwyn Jones</b>
Telephone number (s): 01758 740763
E. mail:
www: oriel.org.uk

#### 4. Specifics:

<b>27. Ownership:</b>	Plas Glyn the widow (Charity)
<b>28. Investment to date:</b>	Significant, but need a further £400k investment to fulfil the ambition of full sustainability.
<b>29. Planning permission and other relevant rules e.g. A registered building, an area of beauty etc.</b>	The Oriel has already secured planning permission for the development
<b>30. Investment Required:</b>	It is a project worth £800,000 and the Oriel is currently looking for a contribution of £400,000 to make the scheme a reality.
<b>31. Business Plan?</b>	Full details of The development plan can be found on the Oriel website ( <a href="https://www.oriel.org.uk/docs/uploads/latest-fundraisingleaflet.18.7.17.pdf">https://www.oriel.org.uk/docs/uploads/latest-fundraisingleaflet.18.7.17.pdf</a> )
<b>32. Sector(s)</b>	Tourism Food

	Arts
<b>33. Funds Available</b>	£ 400k (own resources)
<b>34. Growth Potential</b>	<p>Further assessment is required, but the Oriel is going from strength to strength. In addition, there is a growth in the cycling market.</p> <p>In Wales, around 6% of people over the age of 16 ride a bike for leisure reasons 1-2 days a week. Cycle traffic has increased steadily since 2008, with 80% of cyclists using small/second-class roads.</p> <p>Around 3.5 million bikes were sold in the UK in 2015, and sales have been constant since 2009.</p>
<b>35. Return on investment</b>	There is a willingness to consider private investment and repayment terms over time.
<b>36. Employment</b>	Not yet ratified.
<b>37. Supply Opportunities:</b>	<p>Extension of the café and new toilets.</p> <p>Local Produce</p>
<b>38. Add Value:</b>	Strengthening the arts and outdoor tourism sectors, and more generally the economy of the Llŷn Peninsula.
<b>39. Competition (Displacement):</b>	None

## 5. Strategic

<b>Contribution to well-being:</b>	<b>A prosperous Wales</b>	<input checked="" type="checkbox"/>
	<b>Wales resilience</b>	<input type="checkbox"/>
	<b>Healthier Wales</b>	<input checked="" type="checkbox"/>
	<b>A more equal Wales</b>	<input type="checkbox"/>
	<b>A Wales of cohesive communities</b>	<input checked="" type="checkbox"/>
	<b>Wales â Vibrant/language culture thriving</b>	<input checked="" type="checkbox"/>

	<b>Wales has a global responsibility</b>	<input type="checkbox"/>
<b>Regional/National Strategies</b>		
Inspire-Arts Council		
Partnership for Growth – Welsh Government Strategy 2013-20		
The Well-Being of Future Generations (Wales) Act 2015		
North Wales Economic Ambition Board		
Destination Management plan Gwynedd 2013-2020		
Gwynedd and Anglesey Joint Local Development Plan		

#### 6. Potential Investment

<b>Grants</b>	<ol style="list-style-type: none"> <li><b>1. Visit Wales</b></li> <li><b>2. Coastal Communities Fund (Big Lottery)</b></li> <li><b>3. Rural Community Development Fund</b></li> </ol>
<b>Private</b>	

#### 7. Any other comments:

<p>The Solomon Andrews Trust is very supportive of the Gallery's work.</p> <p>Also consider engaging with the Llŷn Eco-Museum network.</p>
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# Investment Opportunities on the Llŷn Peninsula

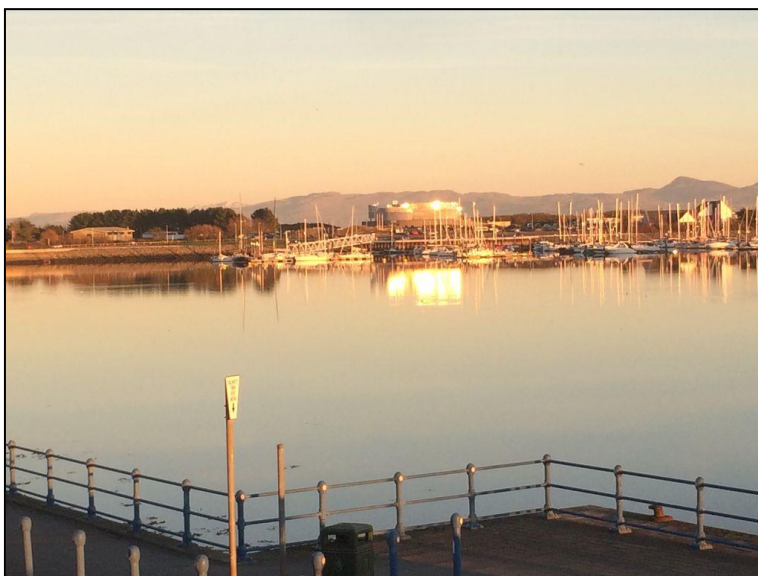
## Project Profile: North Quay Regeneration-Pwllheli

### 1. Overview:

#### **Name: North Quay Regeneration – Pwllheli**

**Description:** Meeting held with Gwynedd Council on the 11<sup>th</sup> August 2017 to discuss land and property which could offer a commercial opportunity for development. This site was identified as a site with potential.

The Council's wider property portfolio across the peninsula was also considered, but the opportunity is most evident in Pwllheli.



The opportunity is premised on the fact that the Council owns land on the bank of Pwllheli Harbour, but at present the land is not exploited to its full potential. This is the area of land that runs between the heart of the town to Glan Don Industrial Park and the site of the Sailing Academy.

The land, which is owned by the Council, is currently a patchwork of agreements and leases for private businesses. It is also true to say that at present there is no strategic vision or plan which would maximise the economic and social value of this part of Pwllheli. A long-term vision would need to be established in partnership with the business community on the Quay and in partnership with the community in the town. The vision could be developed in many ways (phased development) as and when leases, land and property become available. Of course, there would also have to be careful consideration of the implications of relocating existing businesses and also the potential costs involved.

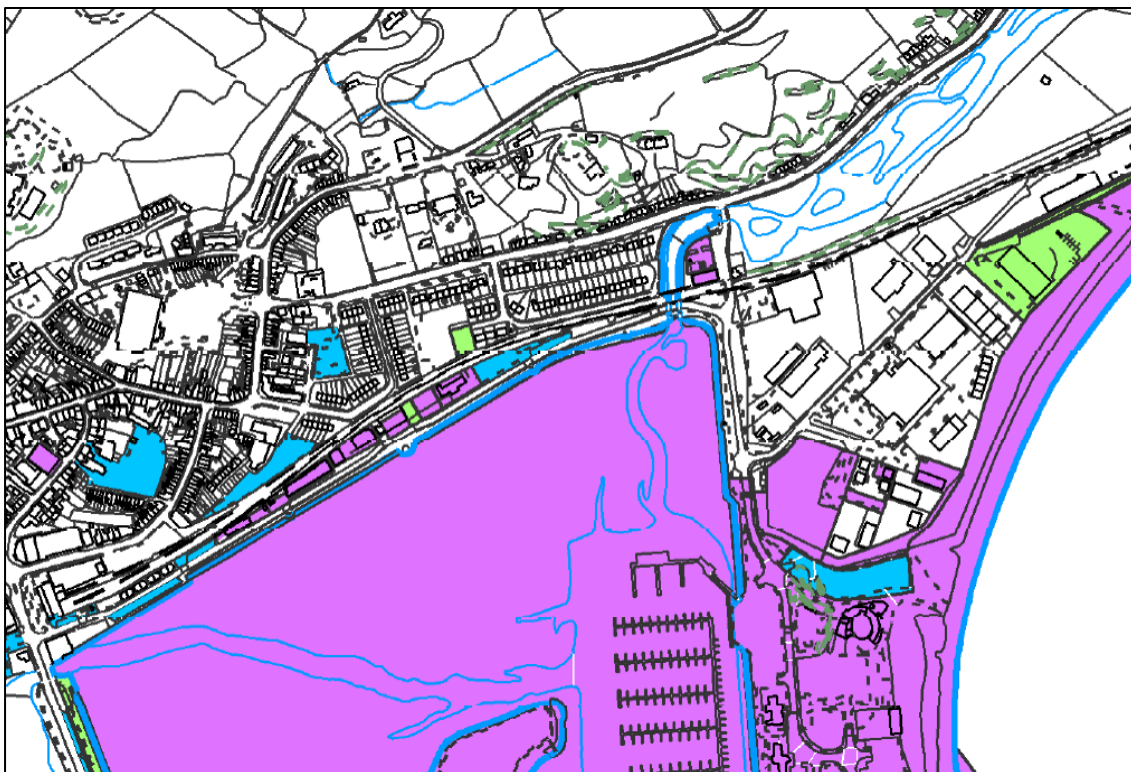
However, there is an opportunity here to build upon recent initiatives and investments such as the Sailing Academy and to strengthen Pwllheli's offer for local residents and visitors, thereby making the North Quay a truly commercial destination; linking the centre of the town, and the developments in the Hafan, with Glan y Don.

**Recommendation:**

We believe there is an opportunity here to develop a strategic action plan and vision for this part of the town which could include elements such as restaurants, hotels, shops and houses. However, careful discussion with the Council would be needed, in the first instance, to agree a way forward. We also strongly recommend that any interested parties would need to consult with the business community on the quay and with the local community to ensure that everyone shares the vision for the town.

**Council Land – Pwllheli**

Everything in colour belongs to the Council.



**2. Category (s):**

Goods	<input type="checkbox"/>
Property	<input checked="" type="checkbox"/>
Start-up New Business	<input checked="" type="checkbox"/>
Current Business	<input type="checkbox"/>
Land	<input checked="" type="checkbox"/>
Service	<input type="checkbox"/>
Regeneration Initiative	<input checked="" type="checkbox"/>

**3. Address and contact details:**

Address: North Quay, Pwllheli, Gwynedd.
Post Code: LL53 5EG
Main Contact: Gwynedd Council Property Department
Telephone number (s): 01766 771000
E-mail:
www: <a href="http://www.gwynedd.llyw.cymru">www: www.gwynedd.llyw.cymru</a> < <a href="http://www.gwynedd.llyw.cymru">http://www.gwynedd.llyw.cymru</a> >

#### 4. Specifics:

<b>1. Ownership:</b>	<b>Gwynedd Council.</b>
<b>2. Investment to date:</b>	There is currently no identified level of investment. At conceptual stage only at present.
<b>3. Planning permission and other regulations</b>	Full planning permission would be required but a vision for regeneration would be needed as a first step.
<b>4. Investment Required:</b>	No costs have yet been identified.
<b>5. Business Plan?</b>	There is no business plan in place at the moment. This would be the next step in the process.
<b>6. Sector(s)</b>	Tourism and Property
<b>7. Funds in Place.</b>	None.
<b>8. Growth potential</b>	Property Development that has the potential to add significant value to the area and improve the offer for visitors and residents alike.
<b>9. Return on investment</b>	The information is not yet available until a business plan is in place.
<b>10. Employment</b>	There is a significant opportunity here to create jobs. Some would be seasonal, but others would likely be permanent.
<b>11. Supply Opportunities:</b>	Wide ranging, from construction, maintenance, food and cleaning services.
<b>12. Add Value:</b>	Adding immense value to the Academy's businesses, strengthening Pwllheli's offer as a quality destination.
<b>13. Risks</b>	The need to secure ownership and the buy in of the business sector and the community.  Need to have a long-term plan in place.
<b>14. Competition (Displacement):</b>	It might be necessary to relocate some businesses at a later stage, but the level of displacement is considered minimal.

## 5. Strategic

<b>Contribution to well-being:</b>	<b>A prosperous Wales</b>	<input checked="" type="checkbox"/>
	<b>Wales resilience</b>	<input checked="" type="checkbox"/>
	<b>Healthier Wales</b>	<input type="checkbox"/>
	<b>A more equal Wales</b>	<input type="checkbox"/>
	<b>A Wales of cohesive communities</b>	<input checked="" type="checkbox"/>
	<b>Wales â Vibrant/language culture thriving</b>	<input type="checkbox"/>
	<b>Wales has a global responsibility</b>	<input type="checkbox"/>
<p><b>Regional/national strategies</b></p> <p>Tourism – Partnership for Growth: a Strategy for Tourism 2013 – 2020 (Welsh Government)</p> <p>North Wales Economic Ambition Board</p> <p>Destination Management Plan Gwynedd 2013-2020</p> <p>The Well-Being of Future Generations (Wales) Act 2015</p> <p>Gwynedd and Anglesey Joint Local Development Plan</p>		
<b>6. Potential Investment Grants</b>	<p><b>1. Welsh Government</b></p> <p><b>2. Gwynedd Council</b></p>	
<b>Private</b>		

# Investment Opportunities on the Llŷn Peninsula

## Project Profile: Seafood

### 1. Overview:

#### **Name: Seafood**

**Consultation:** Meeting held with Gwynedd Council on the 11<sup>th</sup> August 2017 to discuss land and property which could provide a commercial opportunity for development. The following ideas emerge from those discussions.

**Description-Fish, seafood and the seaside offer of the town of Nefyn.** If Nefyn was considered fully; this initiative could make a real difference, and Nefyn is desperately in need of stimulus at present.



There is no doubt that Nefyn Beach is one of the most beautiful and busiest on the Peninsula, yet, with some exceptions, the village itself seems unable to take advantage of this remarkable location.

There is an opportunity here to work with Gwynedd Council to develop the car park that links to the town to the beach; with a view to providing opportunities for local anglers to include a fish or chip shop to celebrate and bring added value to the town's seafood produce.

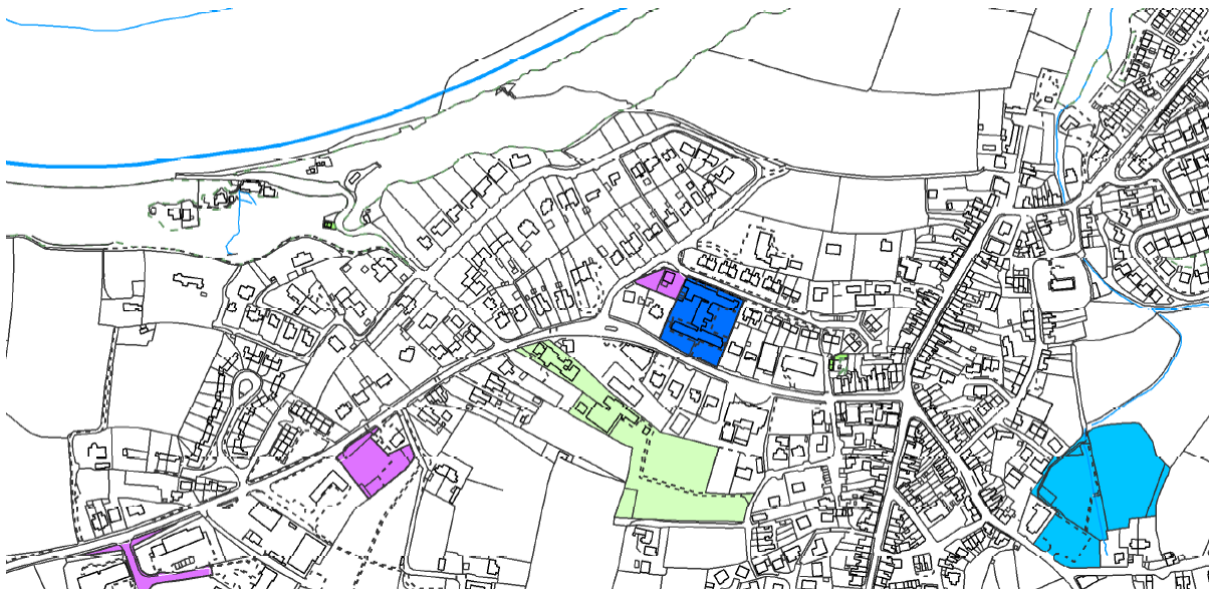
The scheme would be an opportunity to improve the environment and aesthetic of a prominent area of land and would also potentially add value to other initiatives such as Cwrw Llŷn. We would encourage the local fishermen to lead this initiative. This could also be the start of a wider initiative for the whole of the coastline of the Llŷn; such a scheme could be on the basis of a '

mobile shop ' that would visit other popular beaches in the Llŷn peninsula and thereby create a fresh market for local produce.

**Recommendation** : Those interested in developing this idea should receive support to develop a detailed business plan and discuss the opportunity with the Council and the angling community in Nefyn.

### Council Land – Nefyn

Everything in colour belongs to the Council.



**2. Category (s):3. Address and contact details:**

Goods	<input type="checkbox"/>
Property	<input checked="" type="checkbox"/>
Start-up New Business	<input checked="" type="checkbox"/>
Current Business	<input type="checkbox"/>
Property	<input checked="" type="checkbox"/>
Service	<input type="checkbox"/>
Regeneration Initiative	<input checked="" type="checkbox"/>

Address: Various, Gwynedd.
Post Code:
Main Contact: Property Department, Gwynedd Council
Telephone number (s): 01766 771000
E-mail:  www: <a href="http://www.gwynedd.llyw.cymru">www: www.gwynedd.llyw.cymru</a> < <a href="http://www.gwynedd.llyw.cymru">http://www.gwynedd.llyw.cymru</a> >



#### 4. Specifics:

<b>1. Ownership:</b>	<b>Gwynedd Council.</b>
<b>2. Investment to date:</b>	There is currently no identified level of investment.
<b>3. Planning permission etc.</b>	The planning implications would need to be investigated.
<b>4. Investment Required:</b>	No costs have yet been identified.
<b>5. Business Plan?</b>	There is no business plan in place at the moment. This would be the next step in the process.
<b>6. Sector(s)</b>	Food, Tourism.
<b>7. Money level in space? (Private, grants, etc.)</b>	None.
<b>8. Growth potential</b>	Develop an asset and service that has the potential to be much more productive for the area and to improve the offer for visitors and residents.
<b>9. Return on investment</b>	The information is not yet available until a business plan is in place.
<b>10. Employment</b>	There is an opportunity here to create jobs. An element of the posts would be seasonal and other posts permanent.
<b>11. Supply Opportunities:</b>	Create an additional and new market for local fishermen.

<b>12. Add Value:</b>	Adding value to local produce and an opportunity to identify a market for new products.
<b>13. Risks</b>	<p>The need for an effective and viable business plan.</p> <p>The need for investment in terms of the car park, equipment and a 'mobile shop'</p>
<b>14. Competition (Displacement):</b>	A unique idea but a need to ensure that anglers and other seafood providers are involved in the initial discussions.

## 5. Strategic

<b>Contribution to well-being:</b>	<b>A prosperous Wales</b>	<input checked="" type="checkbox"/>
	<b>Wales resilience</b>	<input type="checkbox"/>
	<b>Healthier Wales</b>	<input type="checkbox"/>
	<b>A more equal Wales</b>	<input type="checkbox"/>
	<b>A Wales of cohesive communities</b>	<input checked="" type="checkbox"/>
	<b>Wales â Vibrant/language culture thriving</b>	<input type="checkbox"/>
	<b>Wales has a global responsibility</b>	<input type="checkbox"/>
<p><b>Regional/National Strategies</b></p> <p>Tourism – Partnership for Growth: a Strategy for Tourism 2013 – 2020 (Welsh Government)</p> <p>North Wales Economic Ambition Board</p> <p>Destination Management Plan Gwynedd 2013-2020</p> <p>The Well-Being of Future Generations (Wales) Act 2015</p>		

## 6. Potential Investment

<b>Grants</b>	Visit Wales Welsh Government Food Sector
<b>Private</b>	

# Investment Opportunities on the Llŷn Peninsula

## Project Profile: Care and older people

### 1. Overview:

**Name: Care and older people**

**Description:** Meeting held with the Health sector and a local doctor where the growing challenge of providing care for older people in the area was discussed.

During the discussion it emerged that there was significant investment proposed for Bryn Beryl and for the care of older people in the area.



Despite the proposed investment, concern has been expressed about the situation in which older people no longer need intensive (medical) care but neither are they well enough to be able to live in an entirely independent capacity.



As there is significant land around the Bryn Beryl site which is owned by the Health Service, it was suggested that there could be an opportunity to provide independent living facilities, but with supervision and resources which would assist them in the next stage of independence, right next to the hospital.

This type of provision can be an extremely important resource not only in terms of alleviating the increasing pressure on the health service, but also in supporting older people in their wellbeing, independence and self-esteem,

What makes this idea attractive is the fact that it is next to the the local hospital.

**Recommendation:**

Various models and options should be explored further and a feasibility study undertaken; not only from the perspective of the development itself but also at a broader level, considering the release of property for exchange, leasing and/or renting, potentially releasing property for young people in the area.

**2. Category):**

Goods	<input type="checkbox"/>
Property	<input checked="" type="checkbox"/>
Start-up New Business	<input checked="" type="checkbox"/>
Current Business	<input checked="" type="checkbox"/>
Land	<input type="checkbox"/>
Service	<input checked="" type="checkbox"/>
Other ((Specify):	<input type="checkbox"/>

**3. Address and contact details:**

Bryn Beryl Hospital
Post Code: LL53 6TT
Main contact:
Phone:
Mobile:
E-mail:
www:

**4. Specifics:**

<b>1. Ownership:</b>	North Wales Health Service
<b>2. Investment to date:</b>	There is currently no identified level of investment.

<b>3. Planning permission etc.</b>	Full planning permission would be required. We see this as a major risk to the scheme and it would be prudent to discuss the concept with the relevant authorities at an early stage in the development of the scheme.
<b>4. Investment Required:</b>	No costs have yet been identified.
<b>5. Business Plan?</b>	There is no business plan in place at the moment, just an idea and a vision. This would be the next step in the process.
<b>6. Sector(s)</b>	Healthcare.
<b>7. Funds in place.</b>	None.
<b>8. Growth Potential</b>	Create a new service in a growing market.
<b>9. Return on Investment</b>	The information is not yet available until a business plan is in place.
<b>10. Employment</b>	There is an opportunity here to create substantial jobs bringing together several agencies and a private company
<b>11. Supply Opportunities:</b>	Construction, planning and business planning consultants, maintenance, marketing and promotion.
<b>12. Add Value:</b>	New service.
<b>13. Competition (Displacement):</b>	No direct competition.

### 5. Strategic

<b>Contribution to Well-being:</b>	<b>A prosperous Wales</b>	<input type="checkbox"/>
	<b>Wales resilience</b>	<input checked="" type="checkbox"/>
	<b>Healthier Wales</b>	<input checked="" type="checkbox"/>
	<b>A more equal Wales</b>	<input checked="" type="checkbox"/>

	<b>A Wales of cohesive communities</b>	<input checked="" type="checkbox"/>
	<b>Wales â Vibrant/language culture thriving</b>	<input type="checkbox"/>
	<b>Wales has a global responsibility</b>	<input type="checkbox"/>
<b>Regional/National Strategies</b>		
<p>North Wales Economic Ambition Board</p> <p>The Well-Being of Future Generations (Wales) Act 2015</p>		

#### 6. Potential Investment

<b>Grants</b>	<ol style="list-style-type: none"> <li><b>1. Welsh Government</b></li> <li><b>2. Gwynedd Council</b></li> </ol>
<b>Private</b>	

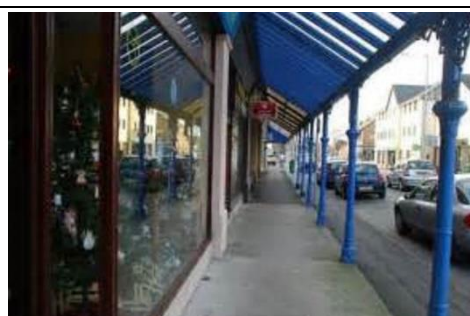
# Investment Opportunities on the Llŷn Peninsula

## Project Profile: Commercial Properties

### 1. Overview:

#### **Name: Commercial Properties**

**Description:** During research for this study it emerged that there was a significant number of commercial properties on sale within the area. Some were in the public realm, and on the market, others less obvious, because of the need to try not to disrupt the business within the property.



This issue has been linked with the need to try to encourage enterprise and support for young people to take risks, and it was proposed that such support should include a stock of properties where it would be possible to negotiate rent terms to assist the business in the early years.

This would involve the creation of a financial reserve to be able to purchase commercial property, that is either speculative or on a working side-by-side basis with young people, thereby identifying and finding property to meet and the needs of the business.

Whichever the preferred option, the business would be expected to be viable and self-sustaining from the outset. However, there would need to be flexibility in the support provided, including possibly offering a rent-free period initially, a lease where the rent increases annually, or a lower rent than the market, but with a premium to be paid based on the financial performance of the business. (Several models exist and have been used successfully in similar projects across GB and particularly in rural areas in Scotland).



A scheme of this kind is a way of creating a long-term locally owned asset while at the same time providing practical support for young people to take risks.



There are some fundamental questions here, however, it depends in terms of how proactive and progressive the ' owner ' of the property would be.

There are tried and tested models that have proved to be effective tools for local economic regeneration. There is an evident local need, and we think that this could also be a stimulus for the local economy and an important step in helping young people to become more entrepreneurial.

**Recommendation:**

If there were local interest in investment, we believe that there is merit in undertaking further study to more fully understand and asses the number of new businesses and young people who would be interested in finding space, as well as estimating the local supply of premises.

**2. Category (s): 3. Address and contact details:**

Goods	<input type="checkbox"/>
Property	<input checked="" type="checkbox"/>
Start-up New Business	<input checked="" type="checkbox"/>
Current Business	<input checked="" type="checkbox"/>
Land	<input type="checkbox"/>
Service	<input type="checkbox"/>
Regeneration Initiative	<input checked="" type="checkbox"/>

Direction
Post Code:
Main contact:
Telephone number (s):
E-mail:
www:

#### 4. Specifics:

<b>1. Ownership:</b>	Private Sector.
<b>2. Investment to date:</b>	There is currently no identified level of investment.
<b>3. Planning permission and other relevant rules e.g. A registered building, an area of beauty etc.</b>	It is not anticipated that any planning implications arise on the grounds that no significant changes to the property will occur.
<b>4. Investment Required:</b>	No costs have yet been identified.
<b>5. Business Plan?</b>	There is no business plan in place at the moment, just an idea and a vision. This would be the next step in the process.
<b>6. Sector(s)</b>	Economy and Business
<b>7. Investment in Place.</b>	None.
<b>8. Growth Potential</b>	Properties that have the potential to provide more added value to the offer of the area, and to support new businesses and young people.
<b>9. Return on Investment</b>	The information is not available at present; however, the whole concept is based on commercial (long-term) profits.
<b>10. Employment</b>	There is an opportunity here to create employment and to offer support to ensure the success of local initiatives
<b>11. Supply Opportunities:</b>	Not clear at present
<b>12. Add Value:</b>	Not clear at present.

<b>13. Risks</b>	There are some obvious risks but all the risks will need to be highlighted in providing a feasibility report.
<b>14. Competition (Displacement):</b>	Not clear at present.

**n5. Strategic**

<b>Contribution to well-being:</b>	<b>A Prosperous Wales</b>	<input checked="" type="checkbox"/>
	<b>Wales resilience</b>	<input checked="" type="checkbox"/>
	<b>Healthier Wales</b>	<input type="checkbox"/>
	<b>A more equal Wales</b>	<input checked="" type="checkbox"/>
	<b>A Wales of cohesive communities</b>	<input checked="" type="checkbox"/>
	<b>Wales â Vibrant/language culture thriving</b>	<input checked="" type="checkbox"/>
	<b>Wales has a global responsibility</b>	<input type="checkbox"/>
<b>Regional/National Strategies</b>		
<p>North Wales Economic Ambition Board</p> <p>Destination Management Plan Gwynedd 2013-2020</p> <p>The Well-Being of Future Generations (Wales) Act 2015</p> <p>Gwynedd and Anglesey Joint Local Development Plan</p>		

**6. Potential Investment**

<b>Grants</b>	<ol style="list-style-type: none"> <li><b>1. Welsh Government</b></li> <li><b>2. Big Lottery</b></li> </ol>
<b>Private</b>	

## 5. Conclusions and Next Steps.

This has been an Interesting and valuable exercise, and the review has highlighted several possible projects in a variety of sectors, and with different operating models.

Some significant projects have been identified that have the potential to make a significant and sustained impact on the economy of Pen Llŷn, offering opportunities to strengthen direct and indirect supply and employment chains. But this can only happen with appropriate investment and effective management and governance.

Going forward, it is recommended that a number of specific actions be considered and implemented:

### **Financial Review**

Identify the likely capital costs; potential sources of grant and other funding.

A more detailed evaluation and feasibility review on each individual project is also required before considering on whether the project merits investment.

### **Funders**

We would also recommend that the specific projects need to be discussed further with some of the key strategic bodies and funders, in particular:

- Gwynedd Council
- Development Bank of Wales
  - Loans
  - Equity
- Welsh Government
  - Visit Wales
  - Regeneration and Property
- Lottery
  - Big Lottery-people and places
  - Heritage Lottery

### **Owners and Operators**

Our review has included engagement with individual owners and/or project managers and individual projects. Some of these proposed projects are more fully developed than others, but in all cases further detailed discussion will be required. This is something that Be Nesa can take forward, or leave to Menter Môn/Arloesi Gwynedd, or a combined initiative.

If the projects identified are not considered of interest by Be Nesa, then it is recommended that Menter Môn should pursue other avenues to generate interest, with both the operators and other potential investors.

## **Investors and other Regeneration Groups**

As previously mentioned, the area is marked by a large degree of transient wealth; particularly in places such as Abersoch and Morfa Nefyn. There is potential for further engagement with these groups of "residents", business people and casual visitors, and to explore how this transient wealth can be converted into long term sustainable investment for the benefit of the local economy.

## **Interdependence and the wider area**

Our review focused on a specific geographical area; however, it was clear that many of the sectoral opportunities have much broader geographical boundaries, particularly tourism and food.

For example, in the context of locally produced food and drink, there is a significant range of businesses, ranging from artisan home producers to full-scale manufacturing companies. However, there are also other key food companies that are not naturally within what is usually regarded as the Llŷn peninsula, but they can nevertheless add value to the overall image and perception of the area as a region of food and drink excellence.

We would recommend consideration of neighboring areas such as Dyffryn Nantlle where wine, beer and water companies are to be found and to explore the potential of promoting a food route.

The interdependence with other key players, and the opportunity to create mutually supportive networks (such as Eco Museum) is something that needs to be considered. This is also important when considering the viability of individual projects, e.g. investment in a particular project needs to be considered against a wider background, particularly where there is a strong network and existing support in the area.

## **Pestle Assessment**

Should any of the projects identified within this report receive further attention and be further developed with a view to moving towards implementation, as well as the issues identified herein, it is recommended that a PESTEL assessment be undertaken in order to identify all the critical factors which can have an impact on the long-term operation, sustainability and performance of the project.

## **Feasibility Assessment and Outline Business Plan**

It is recommended that further work with any project should be supported in the first instance by the preparation of a feasibility report and outline business plan, using the information gathered in completing the other actions set out herein as the initial basis for preparing such reports.

In doing so all project stakeholders can gain a better understanding of their role and relationship within the project, what the implications are, what the needs are and most importantly the impact, outputs, financial position and long-term sustainability of the project. As importantly such reports should also clearly identify the financial return on investment.

### **Observatory**

Finally, our review took place at a specific time. However, there is a continuing need to review and consider opportunities as they arise. In one sense, some form of Project Observatory for the area; one which continues to engage key actors, business groups and property agents and one that would provide a longer-term view of the opportunities with real potential for wealth creation and growth. It importantly, it would also provide a mechanism to identify and respond to new opportunities as they emerge.

This does not necessarily have to confine itself to the geographical boundary of Pen Llyn, but the Llyn serves as a pilot to develop the methodology, and determine the robustness and value of such a project.

## 6. Annex 1 – Commercial property on sale