



BayLife+ Regeneration Programme Health Impact Assessment (HIA), Colwyn Bay, Conwy. December 2012

Introduction

Health Impact Assessment (HIA) is a process which supports organisations to assess the potential consequences of their decisions on people's health and well-being. The Welsh Government (WG) is committed to developing its use as a key part of its strategy to improve health and reduce inequalities.

Health impact assessment provides a systematic yet flexible and practical framework that can be used to consider the wider effects of local and national policies or initiatives and how they, in turn, may affect people's health. It works best when it involves people and organisations who can contribute different kinds of relevant knowledge and insight. The information is then used to build in measures to maximise opportunities for health and to minimise any risks and it can also identify any 'gaps' that can then be filled. HIA can also provide a way of addressing the inequalities in health that continue to persist in Wales by identifying any groups within the population who may be particularly affected by a policy or plan.

The Wales Health Impact Assessment Support Unit (WHIASU) was established to support the development of HIA in Wales and is funded by Welsh Government via Cardiff University and Public Health Wales (PHW). Its remit is to support, facilitate, train and build capacity in HIA and raise awareness of how the process can support and contribute to improving health and wellbeing.

Background

Overview of BayLife+ Regeneration Initiative

The Bay Life+ Programme is more than just physical regeneration - it aims to improve and bring together all the things that make up a community.

The Welsh Government designated the North Wales coast a Strategic Regeneration Area (SRA) in October 2008.

In Conwy, the designated area extends from Kinmel Bay in the east to Mochdre in the west. It consists primarily of coastal communities which are linked by the A55 trunk route, the A547 coastal road and the north Wales mainline railway.

The Bay Life+ Programme covers the same geographical area as the Assembly's Regeneration Area; it includes the Colwyn Bay focused work of Bay Life AND the work taking place in Conwy East.

Conwy County Borough Council is leading the Bay Life+ Programme, working with partner organisations such as Coleg Llandrillo, CVSC, North Wales Police, the National Zoo of Wales and with over 30 community groups and 200 businesses. For further information about the SRA or the Bay Life+ Programme please see Conwy County Borough Council website:

<http://www.conwy.gov.uk/sectionextra.asp?cat=8003&Language=1> .

Community Profile

The Bay Life+ area is made up of the settlements of Colwyn Bay, Rhos on Sea, Mochdre, Old Colwyn, Llanddulas, Llysfaen, Abergele, Towyn and Kinmel Bay.

Conwy County Borough Council (CCBC) has four lower super output areas in the most deprived 10% in Wales, three featuring within the Bay Life+ programme area ; Llysfaen 1, Abergele Pensarn, and Glyn 2. This level of deprivation contributed to Colwyn Bay being identified by CCBC as a regeneration priority and the formation of the Bay Life initiative. The Welsh Government has also recognised Colwyn Bay as a priority and has included the town and surrounding areas in the Strategic Regeneration area this provides an opportunity to facilitate the delivery of the Bay Life+ vision for the town. (1)

The population structure for electoral divisions (wards) within the Bay Life+ area based on Census 2011 is listed below -

Ward	All ages	0-15	16-29	30-44	45-64	65+	All males	All females	Total
Abergele Pensarn	2450	350	300	350	750	700	1200	1250	2450
Colwyn	4550	800	800	750	1350	950	2250	2300	4550
Eirias	3550	650	500	600	950	800	1750	1800	3550
Gele	4600	550	550	600	1250	1650	2200	2450	4650
Glyn	4350	800	950	850	1150	650	2200	2150	4350
Kinmel Bay	6100	1100	950	1050	1650	1400	2950	3150	6100
Llanddulas	1550	200	150	300	500	350	750	800	1550
Llandrillo yn Rhos	7600	900	950	1000	2000	2700	3450	4150	7600
Llysfaen	2750	650	550	550	700	300	1300	1450	2750
Mochdre	1900	350	300	350	500	350	950	1000	1950
Pensarn	2850	500	550	550	700	550	1400	1450	2850
Pentre Mawr	3500	500	500	550	900	1000	1600	1900	3500
Rhiw	6650	1050	1100	1050	1900	1550	3300	3350	6650
Towyn	2400	300	350	350	700	700	1100	1250	2350

(1)

The electoral divisions with the most 0-14 year olds in Conwy County Borough are Kinmel Bay (1100), Rhiw (1050) Glyn (800), Colwyn (800) and Llysfaen (650). The wards of Tudno, Kinmel Bay, Llysfaen, Glyn and Pentre Mawr contain the greatest number of children living in poverty. The electoral divisions with the most people 65+ is Llandrillo yn Rhos (2700), Gele (1650), Rhiw (1550), Kinmel Bay (1400) & Pentre Mawr (1000). (2)

Indicators derived from mortality (death) rates provide a good picture of overall population health, Kinmel Bay & Towyn experience the highest rate within Conwy followed by Eirias/Glyn/Rhiw. Conwy has the highest rate of mortality within North Wales ; with Eirias /Glyn/Rhiw the second highest rate within Conwy. (3)

The annual claimant count unemployment figures with rates for wards (electoral divisions) suggest the wards of Glyn (10.1) & Abergele Pensarn (8.0) have the highest rates in Conwy, it should also be noted that patterns of unemployment and job vacancies are both seasonal within the county. (2)

The Health Impact Assessment

The health impact assessment built on a variety of evidence that had already been collated by the project leads and aimed to inform the review and future development of the BayLife+ Programme within CCBC and the impact that it has had so far. It was felt that the timing was pertinent as Phase One of the Programme was coming to a natural conclusion and Phase Two was about to start moving forward.

The HIA was led by Liz Green, Principal HIA Development Officer from the Wales Health Impact Assessment Support Unit (WHIASU) and Siwan Jones, Principal Public Health Officer from the North Wales regional public health team and was qualitative in nature. It followed the systematic methodology described in the new 2012 Welsh HIA guidance of 'Health Impact Assessment: A Practical Guide' (4)

Evidence

In putting together the BayLife+ Programme and associated Plans and projects, the local authority had consulted with many partner organisations and members of the public. It used the available evidence base to inform the direction of the Programme and the principle of it ties in with national and local Regeneration strategies (5, 6, 7). This evidence included community information and statistics from local authority and census data (8,9,10),and supporting research that indicates that the quality of housing and internal and external environments that people live in can have a detrimental or beneficial impact on their health and wellbeing (11,12,13,14,15).

The HIA Development Officer searched for previous similar Strategies that had been subject to an HIA via the HIA networks (16, 17,18) but identified only 4 in total since 2001 which had been completed on similar regeneration programmes (19,20,21,22). However, several more regeneration plans and projects of varying levels of scale, size and quality had been assessed in this time but they did not reflect this Programme in size, scale or scope.

As statistical evidence on the health impacts had been considered already, the aim of this workshop was primarily to gather lay and community knowledge and evidence around the impacts of the BayLife+ Regeneration Initiative. These are summarised verbatim from the workshop in the tables.

Programme for the Bay Life+ Masterplan HIA Workshop

December 4th 2012. 9.30am - 12.30pm,

9:30	Introductions
9:40	An outline of Bay Life+ Masterplan. (Shane Wetton)
9:50	Outline of Health Impact Assessment and the morning. (Liz Green)
10:00	Introduction to Appraisal Tool
10:05	Screening session - Identifying Vulnerable groups who will be affected. Using appraisal tool to identify key health impacts of the proposal. (Siwan Jones/Liz Green)
11:00	Tea/ Coffee break
11:15	Screening session - continued
11.45	Feedback or recommendations for the future (Siwan Jones/Liz Green)
12:30	Finish and Evaluation

A wide number of key stakeholders were invited to participate and contribute to the discussion. Those who attended the morning included representatives from the Regeneration Partnership, local authority officers from Housing and the Children and Young Peoples Partnership, the Welsh Government SRA representative for Communities, a Colwyn Bay Communities First Partnership Co-ordinator, Chief Executive of Conwy Voluntary Services Council and an elected member for the area. The local public health team was represented by Public Health Wales.

The HIA highlighted not just any potential positive or negative health and wellbeing impacts that the BayLife+ Programme has had but also the client groups and any vulnerable groups within the population who have been affected by it.

At the outset, the group identified the main vulnerable groups who were affected by the Programme using Appendix 2 of the Welsh guidance. A lively discussion followed and a wide ranging number of groups were highlighted as being particularly directly affected by the BayLife+ Programme and Plans. These were (in no particular order):

Vulnerable Groups Affected

- Children and Young People
- Older People - particularly those in social isolation and the ageing population in general
- All income related groups
- Homeless people
- Those with physical disabilities
- One Parent Families
- Religious/Church Groups (who are partners in delivery of services/provision of sites)
- BME groups
- Those with issues of substance misuse
- Those with poor economic and health indicators
- Those living in HMO's and overpopulated areas of Colwyn Bay
- Socially isolated groups
- Ex-Offenders
- Welsh Speakers

After agreement on the above, the group then worked systematically through the wider or social determinants of health in turn and assessed the health and wellbeing impacts (as listed in Appendix 1 of the Welsh guidance) of the Programme. Each impact was identified as positive or negative and if there were any gaps or suggestions then these were documented. These are summarised in the table below.

Many positive impacts so far were identified and also the potential beneficial implications for Phase Two of the Regeneration of Colwyn Bay. Some detrimental impacts were identified along with some gaps. Potentially problematic issues were also raised, further addressed and mitigation discussed. These are listed in the table below. The text **highlighted in red within the body of the table documents** specific comments and suggestions for further action and consideration put forward by the participants throughout the appraisal session. These have been condensed into the final recommendations.

Rapid Appraisal

Lifestyles	
+ve	-ve
Enhanced physical activity from the Eirias Park and the Water Front (sports) developments.	Increased risk of accidents. Within the consultation to change healthcare services in North Wales there is a proposal to close the minor injuries unit at Colwyn Bay Hospital ; the impact of this will be known following the outcome of the consultation
Physical Activity enhanced by improvements to the Promenade and the Heritage Walk.	

<p>The project being developed to link the cycle path and promote it - this will include signage, storage facilities and bike parking</p> <p>Dewi Sant and Ark Projects - increased cooking skills and better diet and nutritional knowledge</p> <p>Communities First Projects - do many things to improve lifestyles in a similar fashion to above.</p> <p>The Dewi Sant and Cais (Judge and Jury) projects are aimed at ex-offenders and their rehabilitation ie Cafe Cais</p> <p>Older Peoples Green Gym initiative supported</p>	<p>January 2013</p> <p>Eirias Park Development perceived as ‘not for local people’ because it is aimed and marketed for elite sport. Need for marketing which targets local people.</p> <p>Eirias Park is expensive to attend for local people - both business and pleasure. The Meeting Rooms are expensive in comparison to others in Colwyn Bay.</p> <p>Perceptions need to be managed.</p>
<p>Community and Social Influences</p>	
<p>+ve</p> <p>The BayLife+ Programme supports many community based projects and community groups and these all contribute to enhancing local pride</p> <p>BayLife+ has brought more community groups together. Before the Programme there was no real community development in Colwyn Bay. BayLife+ has given groups an opportunity through funding and the formation of partnerships</p> <p>Communities First partnerships and projects try to manage any neighbourhood or local area conflict and bring people together</p> <p>Regeneration initiatives have led to an increasingly positive view of the town - both internally and externally</p> <p>The Theatr Colwyn project - there has been a very positive reaction to this.</p> <p>Getting rid of the eyesore of the derelict Market Hall has been a significant positive and enhanced the image of Colwyn Bay</p>	<p>-ve</p> <p>Eirias Park is perceived by the communities of Colwyn Bay as ‘not for them’ leading to divisions in the way it is seen</p> <p>There is a lack of promotion of Eirias Park to local people.</p> <p>Neighbourhood and community conflicts will always exist and BayLife+ cannot manage this fully.</p> <p>Conflicts and divisions of opinion in the community with regard to plans for redevelopment of sites and areas ie the Pier/Station Road. What to replace the pier with? Lively debate so far - need to decide what to replace it with</p> <p>Divisions of opinion have been created about what to replace the Market Hall with. Need to decide what to replace it with. Do this sooner rather than later.</p>

	<p>Lots of frustration in the town and local groups about the amount of 'red tape' holding development back</p> <p>Timescales and 'slippage' have proved a problem. An announcement raises expectations and then...nothing happens for a long time. Need to manage these.</p> <p>Encouraging new settlers to Colwyn Bay through regeneration and changing its demographic profile could have a detrimental impact on the Welsh language and culture - it could be diminished and diluted by this if not careful</p>
Environment	
<p>+ve</p> <p>Housing Improvement projects have enhanced peoples' lives and homes.</p> <p>The local built environment is much better particularly the open public areas of the town</p> <p>The Streetscape Scheme has had a big positive impact and Penrhyn Road is part of this</p> <p>Many areas have been redesigned with gardens</p> <p>Local physical image better from the positive neighbourhood mix and design through BayLife+ regeneration</p> <p>The regeneration of Homes of Multiple Occupation (HMOs) has led to better and more energy efficient housing</p> <p>Community Safety in the town centre has increased. BayLife+ partners actively engage with the local Police and discuss community safety issues.</p>	<p>-ve</p> <p>Some of the areas improved have caused local confusion - ie raised crossings and redesign of roads</p> <p>Some areas such as Station Road are missing many 'soft' surroundings ie trees and greenery.</p> <p>Can have a negative impact on the community and people being displaced in order to increase the mix of families and remove the number of HMOs.</p> <p>Need to monitor the quality of the replacement housing and developments</p> <p>Not all the properties identified for improvement can be - there are issues such as not being suitable for cavity insulation and fuel poverty.</p> <p>The Town Centre ward of Glyn 2 is classified as the 7th most deprived area in Wales for Community Safety. Therefore many local negative perceptions re community safety</p>

<p>Changes in parking restrictions have been very positive for the town centre and improved access for all groups.</p> <p>Some road hazards have been removed but there still needs to some scheme needed or traffic calming measures in certain areas. Discussions ongoing.</p> <p>Heritage Project - positively looks at more than the history of Colwyn Bay. Looks at the built environment of the town - look up at the buildings and architecture to. Has successfully engaged young people in an enthusiastic way.</p> <p>Water Sport Complex - this could have play areas suitable for children. Similarly the</p>	<p>Business investment in the night time economy in Colwyn Bay has been affected by this perception. Many businesses actually do close because of this and issues with petty crime and parking.</p> <p>Reorganisation has meant that there is now only 1 Community Beat Manager in the town now and a reduced number of officers - and they lack visibility.</p> <p>They meet the Communities First Partnerships once a year. Issues around meeting the Police identified - when they do meet them it is always a different police officer who attends. Lack of continuity re police representation.</p> <p>Lack of control of parking at night and crowded parked streets and roads can be very intimidating in certain areas ie Station Road during the early evening. This perception can lead to fear and stress - particularly on women and other vulnerable groups.</p> <p>Although the road is supposed to be 'access only' there is no enforcement at night and the bollards to close off the road are up from 11am-4pm. The Local Authority is responsible for this - follow up with it.</p> <p>Relaxing the parking restrictions has had a major impact on residential areas. Resident annual permits cost £80 in Conwy. Is this too much? What do you get for this? Follow up with LA</p> <p>Attractiveness of the main thoroughfares and areas that are first to be seen. The main roads used are the least attractive and hence perceptions will be poor - street lighting and pavements on Abergele and Conway Roads.</p> <p>Conversely, the Heritage Project makes people notice the derelict buildings more and that there have been no much needed changes to the buildings for a long time ie old lighting. The streetscape and key buildings need to be dealt with and 'softened' to be more 'avenue-esque'</p> <p>Some areas are not yet developed re</p>
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<p>Water Front or proposed beach. Need to tap into local knowledge and expertise re this. To ask the question about development of children areas with the relevant partners - SW to follow up</p>	<p>childrens play areas. Traffic problems in some of these areas too. Will need to consider this. The only main childrens park or play area is in Eirias Park and that is not accessible to some vulnerable groups who would like to use it.</p>
<p>Economic</p>	
<p>+ve</p> <p>Encourages business, tourism, retail and industry job creation - community benefits from this - take on local people for work.</p> <p>Some of the projects offer apprenticeships which increase skills</p> <p>Lots of benefits advice to people available - there is an office near the college and the DWP building</p> <p>The community college is full now and almost oversubscribed for courses. The job club is situated there and also provides benefits and and careers advice - all funded through the Regeneration initiative.</p> <p>Office accommodation has been improved to attract and retain businesses. Lots of it available</p> <p>Entrepreneurship and ‘spin off’ businesses are being encouraged through the scheme. Mochdre Business Park and the business sector is very healthy nearby.</p> <p>The Regeneration Partnership aims to encourage enterprise etc and maximise links to other nearby Enterprise Zones and Industrial Estates such as Deeside</p>	<p>-ve</p> <p>College courses are almost oversubscribed - can it accommodate any more? Can they use the library? The college can be encouraged to use other community buildings which are free and available. Do they have the staff to meet this increased need?</p> <p>Not many large local employers in Colwyn Bay now. The work is not varied and low paid.</p> <p>Need to think coherently about the type of businesses attracted to Colwyn Bay. There is a need to discuss this - perhaps have different quarters? Or aim to make it a regional business centre and build on any existing businesses here ie Financial Services sector?</p>
<p>Access to services</p>	
<p>+ve</p> <p>Development of an integrated Primary care Health Centre is currently being discussed at the moment - could have positive impact on the regeneration of Colwyn Bay</p>	<p>-ve</p> <p>Fears around the impacts from reconfiguring services at GP surgeries, the Minor Injury Unit and Colwyn Bay Hospital - particularly with regard to the quick treatment of any sports related injuries</p>

<p>Parc Eirias does contribute some financial support to the Local Health Services for the treatment of injuries etc</p> <p>Flying Start programme - provides some extra health care capacity for the locality.</p> <p>The Library provides additional IT and access to services as part of the Regeneration area. It is well utilised and has been adapted for those with special needs.</p>	<p>from Eirias Park and the new water sports facility.</p> <p>Could do more for other vulnerable groups - economically inactive; aim to improve digital literacy of different groups (older people etc).</p> <p>Issue that what is currently offered is oversubscribed. Is there an opportunity here to mirror the Llandudno IT project in which the young teach older people how to access and use digital technology?</p> <p>However, there is a lack of facilities to do this? How to facilitate this?</p>
<p>Macro</p>	
<p>+ve</p> <p>Flood defences being developed to protect Colwyn Bay</p> <p>Economic Development opportunities have been offered by the opening of the WG building in Llandudno Junction</p> <p>At Cabinet discussions - maximise opportunities available to Colwyn Bay ie for apprenticeships etc and don't miss them. Try to integrate all opportunities into the Regeneration Programme and try to tap into WG funds</p> <p>The current WG Framework is broadly support of the Regeneration Programme and what it is aiming to achieve.</p>	<p>-ve</p> <p>Community can have a minor impact terms of sustainability and the environmental</p> <p>Most of the Programme is now funded by EU Convergence money. There will be changes to this in 2014 and it could have a big impact on finishing schemes.</p> <p>Many projects are highly dependent on external funding.</p>

Suggested Recommendations

The final element of the HIA workshop was to discuss any potential recommendations for the future development and delivery of the BayLife+ Programme. These were based on the knowledge and evidence provided at the workshop along with other evidence and WG direction with regard to Regeneration Planning. These recommendations are aimed at reducing any possible detrimental impact derived from the delivery of the Programme so far but also to improve the ability of the partnership to further deliver it going forward.

1. Include other partnerships active within the area in forming and consulting on future actions eg
 - Understand the role of the localities (the structure for delivery of primary & community services) in terms of targeted prevention, enhancing care at home and shifting services to community settings and how this complements Bay Life+ in terms of current and future developments within Colwyn Bay. Particular reference made to the outcome of the consultation on changes to health care namely the status of the Colwyn Bay Hospital minor injuries unit.
 - Continue the close working with the Communities First programme within the Glyn area particularly in terms of the focus on three programme outcomes.
 - Demand of further education opportunities exceeds capacity to deliver. Explore whether further capacity in terms of venues and staff could be negotiated with local providers and in what ways. Explore cross generational learning techniques within this.
 - Link with the Play strategy in terms of play provision within Eirias Park.
 - Plan to seek opportunities for sustainable funding; this could be progressed through the understanding the numerous organisational changes taking place in the Regeneration Area and beyond and ensuring integration and co-existence.
2. A lively discussion took place with regard to the impact of the lack of enforcement during non peak times on Station Road and the impact of parking restrictions on the neighbourhood. Need to discuss this further with the relevant authorities.
3. Work with CCBC to maximise opportunities to remove barriers of perception and access to the Eirias Park complex - ensure local residents have equal access to the facilities, this can be monitored via equality data.
4. Continue to monitor the impact of the Bay Life+ on minority groups, via the Equality assessment. Reference made to ensuring Bay Life+ takes every opportunity to reinforce the Welsh language and culture.
5. Crystallise the identity of Colwyn Bay and identify the distinct contribution of Colwyn Bay in the present and future - what is it known for / its unique selling point eg Retail hub, financial services hub, exemplar leisure provision.
6. Identify opportunities to obtain evaluation feedback from the Community(ies) that have been affected by the delivery of key physical and

social elements of the Bay Life+ programme. Revisit the work with them and try to ascertain how well investments have been received and what achieved - qualitative approach?

7. No major issues or negative impacts were identified during the HIA. However, need to use any negative impacts/gaps or issues identified in the HIA and other evaluation feedback. Take some of them to build on or focus some work in the future.
8. Currently, there are a number of project end reviews and reports to be completed. However, there is currently no provision for regular general Regeneration Programme and BayLife+ Review - this governance process needs attention and agreed times in the future.
9. Plan further health and community impact assessments in the future (these could be joint processes) to increase awareness across sectors of how the Bay Life+ may affect health and the connections between health and other policy areas. These may be more appropriate for some of the specific physical and community projects that are developed and implemented as part of the Programme and Colwyn Bay Masterplan. eg the Water Sports Complex, the Housing Renewal Area or the Dingle regeneration.

Next Steps

The information and evidence gathered as part of the HIA will be now used to inform Phase Two of the Regeneration Programme and its Plans and Projects. The suggested recommendations will now be discussed by the Partnership leads and the Board and it would be useful if some feedback was available in the short and long term about if/how these have been implemented and any effects that they have had.

Conclusion

Overall, it was concluded that the Programme has been highly beneficial to the locality but that there were some matters that may need to be addressed in order to further enhance this. Some are short term and some are longer term. The group concluded that current practice, evidence gathered via wide community and stakeholder involvement and consultation and continued learning from the best practice of other schemes would inform and ensure the continued effectiveness of the Plan.

The HIA evaluation demonstrated that the HIA was of benefit by the great majority of the participants and the partnership. Indeed, the new Welsh Government Regeneration Framework document 'Vibrant and Viable Places' (6) now advocates for the use of HIA as best practice in regeneration planning in Wales. The workshop followed a systematic process, provoked a lively discussion made connections to other policy areas and stakeholders. It identified groups within the population who have been affected (or not) by the Plan. It also fitted the wider Welsh Government and local authority community and citizen engagement strategies in gathering community evidence to support the reviewing and planning of regeneration strategies and plans.

Authors

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