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Mr Vaughan Gething MS,  
Minister for the Economy,  
Welsh Government,  
**Via email**

05/09/2022

**Re: Llandudno's North Shore**

Dear Minister, Vaughan,

I am writing to encourage the Welsh Government and your department to provide Conwy County Borough Council (C.C.B.C.) with the financial assistance that it requires to undertake a programme of works that will see the restoration of Llandudno's North Shore beach.

The tourism and hospital industry in Aberconwy and across Conwy County forms the backbone of our local economy, providing thousands of jobs and stimulating economic growth across the region. In January of 2019 a C.C.B.C. report highlighted that the tourism industry was worth £887 million to the county, attracting over 9 million visitors in 2017 alone. That is more than 24,000 people a day! Right at the heart of this incredible industry is Llandudno, the Queen of the Welsh Resorts, ranked earlier this year by Which as the second-best seaside resort in Britain. In fact, it has been identified that should the town continue to adapt to the changing conditions within the tourism market and invest accordingly, the high growth scenario suggests that:

- The number of day visitors is set to increase from 2.88 million in 2018 to 4.08 million in 2045;
- The number of overnight trips taken to Llandudno is set to rise from 440,289 in 2018 to 561,339 by 2045;
- The economic impact of tourism in Llandudno is expected to rise from £388.8 million in 2018 to £513.6 million in 2045.

So to realise Llandudno's potential we need to address the fact that a crucial asset remains unutilised: the North Shore beach. Once covered in sand and accessible to all, it is now largely submerged by large quarry stones, preventing access for young children, the elderly and the disabled. As such, the tens of thousands of holiday makers, staying in the numerous hotels are unable to easily access a most of the beach. As such, seeing the return of sand would mark a major investment in Llandudno and Conwy's tourism economy by the Welsh Government, helping this industry continue on its recovery and expansion since the COVID-19 pandemic.

The return of the sand to our beach is of significant importance to many residents, visitors, local businesses. Even the previous C.C.B.C. administration's application for CRMP funding for improved coastal defences sought sand to be returned as a part of the programme of works. While this application, unfortunately, appears to have been unsuccessful it highlights the commitment of the community to see this beach restored.

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With similar projects having already been carried out Colwyn Bay and Rhos-on-Sea I am writing to request that you advise what current Welsh Government programmes or funding opportunities are available to C.C.B.C. that may provide the financial support required to commence a programme of works that will see the restoration of Llandudno's North Shore beach. This provides a perfect opportunity for the Welsh Government to show that it is listening to the people of Aberconwy whilst also helping to stimulate economic growth in the region and provide effective sea defences for this historic town.

So that you can review the impact that the quarry stones currently have on Llandudno, I am pleased to invite you to meet with me on the North Shore beach to discuss this important matter further.

I thank you for your attention to this letter and I look forward to receiving your response. In the meantime, please do accept my best wishes.

Kind regards,

**Janet Finch-Saunders MS/AS**