

DRAFT

ACTION PLAN

TENBY

14th APRIL 2005

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Prepared by

TENBY COMMUNITY

In conjunction with

**PEMBROKESHIRE LOCAL ACTION NETWORK FOR ENTERPRISE AND
DEVELOPMENT
(PLANED)**

Contents

Page

Introduction and Way Forward

Background to the Action Plan

The Action Plan Area

Action Plan Proposals.

- A. Community Facilities.**
- B. Community Activities.**
- C. Communications.**
- D. Environment (including rights of way).**
- E. Heritage.**
- F. Employment (including tourism).**
- G. Housing.**
- H. Transport, Roads and Traffic.**
- I. Waste Disposal and Recycling**

Implementation / Activity Groups.

Appendices.

- 1. Opportunities.**

INTRODUCTION AND WAY FORWARD

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

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

It is hoped that the projects described in this Report will be achieved as quickly as practical with the various partners working in unison to design, find and implement schemes.

BACKGROUND TO THE ACTION PLAN

Earlier this year representatives of Tenby and of PLANED discussed proposals to prepare an Action Plan for the town. On 28th February 2005 Workshop 1 of the Community Visioning Exercise was held and on 14th March Workshop 2. The results have formed the basis for the first draft of the Action Plan.

The intention is to involve all ages and representatives from the various sections of the community in the preparation, adoption and implementation of the Plan.

THE ACTION PLAN AREA

"Situated on its limestone promontory, jutting south east into Carmarthen Bay, Tenby is one of Britain's most beautiful seaside towns. Augustus John found that *you may travel the world over, but you will find nothing more beautiful.*"

Following the Viking and Norman settlement, Tenby was until the 17th century a thriving seaport. The nearby Ritec Valley was fertile, while the small coalfields to the east yielded valuable anthracite. The town's prosperity necessitated frequent strengthening of its castle and by the late 13th Century the town walls had gone up; large stretches are intact, ranking Tenby next after Conway and Caernarfon among walled towns in Wales. After siege in 1644 and 1648, depression and plague set in and the town became virtually derelict.

Tenby as a resort was born in the 1780's. New houses began to appear in St Julian's St and High St while the Norton became a fashionable suburb, beyond the walls. The town within the walls is mainly 19th century using the old street pattern. The coming

of the railway in 1863 led to large scale growth outside the walls for holiday makers. St Mary, High St" is one of the largest medieval parish churches in Wales." (Source - based on The Buildings of Wales - Pembrokeshire).

The population of the town is estimated at 4875.

ACTION PLAN PROPOSALS

The production of an Action Plan will give Tenby an agreed programme for community development, both in terms of improvements to the infrastructure and to the social life of its residents.

A. Community Activities

Commentary

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

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

Whilst there is a strong tradition of volunteering it is also felt that 'the same people do everything'. A number of people attending the visioning exercises described a variety of community development and technical skills they held which, if harnessed, could help drive forward the Action Plan.

The Visioning Exercise also identified concerns regarding levels of apathy within the community which included a lack of interest in the Exercise itself, failure to support events at the De Valence and a certain scepticism towards the local authorities (Town Council, PCNPA and PCC). Too much time is also spent 'talking the talk but not walking the walk'

Tenby has a wide range of services and facilities including banks, post office, library, police station and all in a fairly compact area. There is a good range of restaurants and cafes and a variety of shops. If more supermarkets are built outside the town, there will be less need to shop in Tenby, and hence a reduction in the town's viability. Shops are already closing, particularly during on a seasonal (winter) basis.

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

There is a Youth Forum (Gennex) and youth clubs and martial arts and other sports clubs, including groups associated with the maritime location, including the Sea Cadets and the Sailing Club.

The harbour area is used for a number of events which attract both residents and visitors, including the Summer Spectacular and Boxing Day swim.

The Arts Festival is proving successful.

There are concerns, however, regarding the financial viability of these entertainment and fund raising occasions, reflecting for example, the costs of insurance.

Tenby is traditionally known as a holiday resort for families but now a drinking culture is becoming more apparent resulting in some anti-social behaviour. The popularity of 'Hen and Stag Nights', together with late night opening of pubs and clubs, is exacerbating the problem and affecting Tenby's reputation. Groups of rowdy children also disturb the peace on occasions and there is evidence of drug taking.

Many residents are aware of health issues and the need for improvements in both their lifestyles and in general care provision.

There is a perceived general erosion in the quality of health service provision in the area, for example the length of waiting times for treatment and particularly the limited access to dental services. GP surgeries are considered too small to cater for local needs.

The means of policing Tenby is not seen as appropriate. There are not enough Police walking the streets at night and the presence of Police vans and the CCTV system is regarded as intimidating. There are no holding cells in Tenby to deal with rowdy youths.

Proposals (interim)

Form a Tenby Community Association or Forum to meet on a regular basis to support implementation of the Action Plan. The Association

- to include representatives from within the area, Tenby Town Council, The Youth Forum, PCNPA and Pembrokeshire County Council.
- to focus the energies and skills of residents to maintain and develop the community.
- may wish to invite representatives of other relevant organisations to meetings as and when appropriate, for example the Wales Tourist Board.
- would broaden the democratic process.

A number of venues could host meetings, including the De Valence.

Improvements to personal lifestyles and health care services could include

- Access to health food shops.

- Smoke free environments (particularly pubs).
- A wider range of sports provision.
- Reduced waiting times for patient care, allied with
 - More NHS dentists
 - More health checks.
- Following nutritional and balanced diets (less fat and sugar).

Discuss with Dyfed Powys Police changes in operational matters to cover

- In conjunction with the County Council, stricter application of the licensing laws to limit the drink culture.
- Increased on the ground policing to deter vandalism rather than installation of remote surveillance systems and the presence of police vans.
- Greater effectiveness on controlling the availability and use of drugs.

Improve liaison and understanding with local government partners and particularly with Tenby Town Council. Developing partnerships may also assist in obtaining more realistic approaches to risk assessments and allied insurance for events and festivals.

B. Community Facilities

Commentary

The quality of the shopping experience is improving, including the appearance of shop fronts, the use of arcades and courtyards as shopping outlets and the operation of a Farmers Market within the walls. An attractive range of cafes and restaurants can be found with not too many takeaways. The move towards a 'café culture' which is bringing more life to the town, has been made possible by the pedestrianisation scheme. The development of art galleries is a further attraction.

It is considered that there is an insufficient range of shops and this is particularly true during the winter when a number are closed.

Improvements to the Royal Playhouse cinema have resulted in a greater audience. The Tenby Museum operates attractive exhibitions and activities.

The Community Education and Learning Centre at Greenhill Road, which adjoins the library, provides a variety of services, for example the Careers Service and CAB and information on other sources of assistance.

The De Valance Pavilion, which is a principal venue in south Pembrokeshire, is not providing the same range of entertainment opportunities as in previous years; in particular it does not appeal as much to the younger elements.

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

Tenby Leisure Centre comprises a multi-use sports hall (containing six badminton courts), another large hall, meeting rooms, an adjoining swimming pool and a cafe. The Centre is the basis for a number of keep fit and games clubs. Car parks have been developed around the building and on the west side of the Clicketts.

To the west of the Clicketts is Tenby AFC football and rugby ground with the associated clubhouse, changing facilities and floodlighting. Although there are a number of good teams, the site appears to be underused.

Tenby golf course adjoins the south-western side of the town.

There is demand for a wider range of sports provision in and around Tenby.

A replacement local hospital is under construction near the Butts Field.

A new lifeboat station has just been completed and will hold a new lifeboat.

There are a number of visitor attractions in the locality, including Heatherton, although the bus service to such destinations is limited.

Proposals (interim)

Develop the De Valence Pavilion as a multi-attraction site for a wide age range of activities for all age groups, but particularly for children and young people.

Possibilities include -

- a cyber café on the top floor
- a snooker club
- a programme of major events.
- dancing from ballroom to line and Salsa to Tea and discos for 12 - 16 year olds - and promote local bands.
- The stage and lighting facilitate the production of plays, children's theatre, summer shows and ladies nights (with drag artists).
- Games which could attract users include, Jenga, whist, Scrabble, Monopoly, quizzes, Bingo and racing.
- Speed dating.
- Occasional antique, craft and flea markets

Reviewing the current image of the building and the management structure (the De Valence Trust) may also assist in raising the attraction of the pavilion and in the associated development of new activities.

Further improve the attraction of the cinema.

Upgrade the quality of the existing sports provision in Tenby, introduce new sports and develop multi-use of sports facilities. Opportunities for such improvements are most apparent at the Clicketts playing fields and clubhouse. Possibilities include

- A skate park
- An astro-turf pitch with a multi-sport capability.
- An athletics club

- Arranging girls / women's football teams
- A drinks license for the AFC sports club, to complement ceremonies and other occasions.
- an artificial ski slope.
- A velodrome with a BMX element.
- Re-introducing the water slide at the swimming pool.
- and
- cliff climbing.

Link management of the Sports and Leisure Centre with

- the grounds managed by Tenby RFC.
- facilities at Greenhill School

to provide an optimum use approach of existing facilities and in the provision of improved or new grounds and equipment. Improved grounds management may increase the playing capacity of existing pitches.

Fund raising for new facilities could include both public, private and voluntary sector sources. Improved facilities would strengthen the attraction of Tenby for visitors and therefore complement efforts being made to upgrade the accommodation and café culture elements of the tourist industry. Specific contacts could be made through the Sports Council for Wales, PLANED and PAVS, the County Council and the NPA. Objective 1 funding maybe a possibility.

C. Communications

Commentary

The Tenby Observer and Western Telegraph cover local news and notice of events along with Radio Pembrokeshire. The TIC in Tenby serves both the local population and visitors as it covers sites and events held in and around Tenby. The F.E Centre also carries a wide range of information on events and sites. Notices in shop windows, Emails, rumour and gossip, fliers and membership of clubs and societies are the other information media.

The town map on Park Road chip shop wall has been removed.
There are no notice boards within the town.

Proposals (interim)

- Raise the quality and quantity of media involvement in the promotion of Tenby.
- Improve the quality of the Tenby web site.
- Display additional Town Maps to guide visitors.
- Fix notice boards to inform the public of events.

D. Environment, including rights of way

Commentary

Tenby is both attractive as an historic town and as a resort with a number of beaches. The North Beach with Goskar Rock leads into the harbour and Castle Beach becomes separated from the extensive South Beach at high tide. The beaches have Blue Flag status and the local air quality is high.

The crescent form of the town overlooking the bay and the promenade above the Paragon and Esplanade allow a variety views along the coast and across to the Gower and to Caldey Island.

The natural beauty of the setting and the safe beaches are the bases for Tenby as a family holiday resort and as an attractive and special place for its residents. The sea and beaches, walking through the town and along the coastal paths provide low cost activities.

Tenby's South Beach is backed by sand dunes and further to the north and south are the cliffs at Monkston Point and Giltar Point respectively. To the west are the woods of Scotsborough and the reedbeds of the Ritec Valley. There is a diverse wildlife.

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

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

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

Within Tenby are a number of attractive gardens, mainly along the cliff edges but including the War Memorial.

Beaches are kept much cleaner and there is less dog mess in the area although occasional graffiti and instances of vandalism spoil the general image.

Whilst the efforts of 'Tenby in Bloom' add to the attraction of the town some public areas are not well maintained.

There are instances of unsympathetic development in Tenby, including Croft Court, which is regarded as an unfortunate building group on the Tenby skyline, and the increasing use of UPVC windows which is reducing the quality of the street scene.

Pedestrianisation of the Five Arches and the end of St George Street has produced a sleazy rather than pleasant area.

There are also wider concerns, for example, the rise in sea level which could have implications for beach profiles.

Proposals (interim)

Work with the statutory authorities to enhance the appearance of Tenby both for the residents of the town and for visitors. Specific improvements could include

- NPA enforcing high quality design through the Planning process.
- Improving the appearance of the buildings on sites which overlook the beaches.
- Raising the quality of the planting schemes in the public gardens and on the cliff faces and their associated maintenance - including the benches.
- Increasing the number of sites where flowers can be planted.
- Developing schemes to improve the appearance of unused areas.
- Enhancing the appearance of Castle Hill, complementing the opening of the new lifeboat station.
- Forming a Tenby Volunteer Group to implement a number of environmental improvement schemes (together with appropriate training and insurance). Opportunities for the Group to be determined in conjunction with PCC and Tenby Town Council, both of which undertake site management within the town.
- Promoting exhibitions of public art; installing sculptures.
- Culling seagulls and pigeons as appropriate.
- Updating a scheme of management of coastal waters in the interests of marine life, the safety of bathers, the local fishing industry and use of pleasure craft including jet skis.

E. Heritage

Commentary

The interesting history and the quality of the built environment, particularly the remaining medieval fortifications and the Georgian and Victorian buildings, are reflected in the designation of the Conservation Area by the NPA and in the operation of a successful Townscheme which has enabled a number of buildings to be rescued or renovated with the assistance of Cadw and other grants. This success has prompted calls to extend the area involved.

There are a number of Ancient Monuments and listed buildings in Tenby and the immediate locality. Key buildings include the Town Walls, St Mary's Church (which is floodlit) and St Julian's Chapel (The Fisherman's Chapel).

The international recognition given to Tenby's built heritage is reflected in associated Civic Society and the Walled Towns Friendship Circle (of which Tenby was a founding member). Guided walks are run during the summer.

Proposals (interim)

Work with the NPA to

- Increase the understanding of the built heritage, and particularly those properties where the conservation of original features is important
- identify those buildings which are in need of urgent attention as they currently diminish the quality of the street scene.
- The NPA to consider extension of the designated Conservation Area as one means of enhancing the appearance of Tenby through the attraction of grant assistance.

Increase the promotion of Tenby as an historic town in order to attract additional visitors.

F. Business, including retailing and tourism

Commentary

There is a wide range of local businesses and sources of employment which reflect the role of Tenby as a retail and service centre and as a holiday destination. Examples include shops, including fresh foods, banks, estate agents, public houses and restaurants, hotels, the Cottage Hospital, library and schools. The Salterns Industrial Estate offers a range of employment opportunities, for example replacement tyres and batteries, household removals, printing and ambulance station.

Kiln Park to the west of Tenby and the Texaco Refinery to the west of Pembroke are major employers.

As the principal and traditional attractions are the sandy beaches and the sea there is a definite summer season during which the majority of visitors are drawn to Tenby.

The attraction of Caldey Island is of major importance to the economy of Tenby.

A key focal point for visitor interest is the harbour area which is overlooked from The Croft and High St and from which fishing boats operate and others depart for Caldey Island. The potential of harbour area is currently underutilised.

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

There is a perception that the 'Tenby product' needs to change to meet rising expectations of visitors and to compete with the variety of holiday experiences available both within the UK and abroad.

The lack of job opportunities is compounded by the relatively short visitor season which results in a higher demand for employment in the summer and a much reduced demand during the winter months. Successful efforts have been made recently to broaden the attraction of Tenby for short breaks throughout the year.

Attractions for both residents and visitors in and around Tenby provide little opportunity for wet weather activities.

An 'Ocean Commotion' activity centre has recently opened at Silent World.

Whilst there is a variety of shops in the town, some consider that they close too early and that some of the stimulating 'Narberth' atmosphere is missing. There are too many £1 shops. However, moves towards pedestrianisation in the summer have led to businesses developing a café culture which includes use of some pavement and road areas for open air 'French' markets and selling refreshments, for entertainment and for horse and carriage rides through the walled town.

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

Proposals (interim)

In general -

- strengthen the employment base through the provision of a variety of jobs associated with Tenby as a regional service centre and as a major tourist destination.
- favour all year round employment rather than seasonal.
- encourage the provision of better paid jobs.
- emphasise employment opportunities for young people.
- adopt a mixed attraction approach - because of Tenby's western European climate it must be more than a café culture.
- Concentration should be on Tenby as a family holiday destination with short breaks available throughout the year.
- Encourage Pembrokeshire College to run training / educational opportunities in the town; courses which would complement the existing tourism and tourism related industry as well as introducing new opportunities.

A number of business opportunities have been identified including -

Accommodation

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

- Upgrading to provide quality accommodation available throughout the year.
- Developing high standard conference facilities based on the De Valence, Royal Gatehouse Hotel and the Royal Playhouse cinema.
- Introducing a spa treatment centre or centres.

- Involving WAG and its agents (WDA, WTB) in the regeneration of the tourist infrastructure.

Retail, including arts and crafts

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

Rejuvenation of the harbour area and the associated marine based activities

- Form a Harbour Group involving existing and potential users and funders to co-ordinate both improvements to the functioning of the harbour and associated buildings and to develop a programme of related events. The vision to include -
- Creating a single facility of excellence for the Sea Cadets, Scouts and Sailing Club.
- Determining whether the Sailing Club is based in the best position within the harbour, and if it is moved, determine the most beneficial use of the existing building.
- Redirecting the Sluice Restoration Fund to a Sluice Development Fund (or use the funds as 'seed corn' to attract grant assistance for an overall harbour scheme).
- Developing the arches for niche shopping outlets - particularly marine related (chandlery, fishing etc).
- Increasing access to and use of the Fisherman's chapel and the bandstand.
- Increasing use of the area for music and other large or smaller scale events.
- Undertaking a first stage feasibility study for use of the harbour area as a marina.
- Considering an 'out of harbour' yacht station with all-tide access.

Related to heritage and culture

- Progress plans to develop St Catherine's Island - considering both small and larger scale projects.
- Promote the Tenby connection with Augustus and Gwen John and with Beatrix Potter.
- Strengthen the relationship with Caldey Island as an important element of the Tenby economy.

Review the opportunities for employment generation at The Salterns including warehousing - particularly in connection with schemes designed to limit in-town

deliveries by smaller and more suitable vehicles. In this context - a traders group (Chamber of Commerce), working with the highway authority, to prepare a Business Plan based on a Cornish model and reflecting the current availability of cold store facilities and existing concerns regarding security and insurance issues. The Salterns could also attract larger non- service sector employers.

G. Housing

Commentary

The recent substantial increase in house prices has resulted in a lack of affordable housing both for purchase and rent for young and local first time buyers. Empty or run down properties, which mar the appearance of the area, could provide accommodation.

Few properties are managed by a Housing Association.

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

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

Proposals (interim)

Influence governmental organisations, (Welsh Assembly Government, the Planning Authority, WDA, Housing Associations) to develop an integrated strategy for the provision of affordable housing to meet local needs.

New developments should include provision for first time, low cost housing; for example flats and or housing association properties (which ensure low cost options for initial and subsequent occupiers) - a 'salad bowl' approach.

Encourage a housing association to develop additional properties for sale or rent.

Investigate the release of vacant and part vacant properties as potential accommodation for rent, lease or sale.

Restrict the number of second or holiday homes within the town.

H. Transport, Roads and Traffic

Commentary

Tenby station lies on the railway from Pembroke Dock eastward to Whitland and Swansea. The service is around a three hour frequency.

A number of bus routes connect Tenby to Pembroke, Haverfordwest and to Cardigan. Buses pass through local villages allowing trips for residents and visitors in the Tenby area to travel throughout Pembrokeshire and people to travel to Tenby for shopping and entertainment. In addition there is an around town service. During the summer school holidays shuttle bus services run from the Salterns and Butts Field to the town centre and harbour areas. The Rapide service to Swansea and London calls at Tenby.

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

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

As people living in Tenby find it difficult to park, particularly during the summer, residents only parking schemes have been introduced in an attempt to manage the limited opportunities for on-street parking.

The town centre is the subject of a pedestrian priority scheme during the summer which presumes against vehicular access - apart from a series of agreed exceptions. Although the scheme is welcomed by many it is regarded as a disadvantage by some who live or operate businesses in the affected area and wish to use their cars or make and receive deliveries during the day. Discussions are continuing on the extent and duration and on the detailed regulations for the management of the scheme.

Pedestrians (including wheelchair users) find that 'A' frame advertisements restricting width of the pavements a nuisance.

Although a number of schemes have been undertaken to improve access for pedestrians within the town (including access to the beaches) further improvements are needed to aid mobility for people with a disability, for example there are no lifts in the multi-storey car park.

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

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

Proposals (interim)

Continue to discuss with the Highway Authority schemes which facilitate enjoyment of Tenby by pedestrians, particularly during the summer, whilst acknowledging the interests of business and residents. The following proposals would progress this concept.

Increase the frequency of bus services in the Tenby / Saundersfoot / Penally area, continue efforts to improve the rail service and raise the level of integration between

bus and rail services. Promotion of effective public transport services could help reduce the perceived need to drive into Tenby for jobs, services and entertainment.

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

Remove 'A' frame advertisements and notices where they impede usual pedestrian activity and review and rationalise the presence of highway signs to ensure that only the minimum are displayed thereby reducing clutter and ensuring clarity for pedestrians and motorists.

Support the operation of Rickshaw taxi services.

Review the need for additional car parking, particularly during the summer, to mitigate pressure on the town centre. If required, improve and extend car parking facilities especially for undercover / indoors provision.

Install a lift in the multi-storey for people with heavy shopping or for those with impaired mobility. Improve the appearance of the multi-storey car park which is a key building when visitors by bus or car arrive in Tenby.

Investigate the possibility of an out of town delivery point at the Salterns Industrial Estate (site to be determined) to unload larger lorries for subsequent re-distribution within Tenby thereby reducing congestion in the narrow streets and disturbance to the historic fabric. Concentrate on same day re-distribution to reduce problems of additional costs arising from management, storage and insurance.

Francis Yard to be examined as a possible in town public car park (with a parking regime to ensure a level of turn over - depending on the season of the year). The site may also have some potential to assist in the redistribution of goods strategy described above. At present Francis Yard is mainly used as a privately run car park.

Create a hi-tech park and ride scheme using an out-of-town site (probably with seasonal operation).

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

Enhance the appearance of the Butts Field car park and improve the pedestrian link between the car park and the Croft. (Construction of the hospital will result in improvements to the approach).

Undertake a feasibility study regarding a possible funicular railway from the North Beach to the Croft.

I. Waste Disposal and Recycling

Commentary

The refuse collection service does not fully meet the needs of the town.

There is a managed waste recycling site at the Salterns and a nearby paper and clothes bank.

There are insufficient public toilets and they are not always well maintained.

Byelaws set standards for the control of dogs in the town and on the beaches, some dog owners are not conscientious and allow their animals to foul the pavements.

Proposals (interim)

Increase the frequency of refuse collection and provide additional waste bins (thereby reducing the presence of seagulls and pigeons).

Provide receptacles within the walled town to encourage recycling.

Improve signing of the recycling centre and install a plastics recycling facility.

Modernise and raise the quality of maintenance of the public toilets; adopt a Cardiff style 24 hour toilet.

Improve the signposting of public toilets.

Increase the provision of public toilets (including portaloos as appropriate).

Dog Wardens to take a harder line on fouling by dogs.

Wash the town centre streets as in the European model.

IMPLEMENTATION / ACTIVITY GROUPS

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

The Groups could be centred on

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

It is important that the Groups would:

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