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Mr Jack Sargeant MS, Chairman,
Petitions Committee,
Welsh Parliament
Via email

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Dear Chairman, Jack,

It is my pleasure to be writing with regards to the petition calling on the Welsh Government to “Fund the removal of quarry rocks and the restoration of sand and groynes to Llandudno North Shore.”

In the first instance, I would like to express my thanks to you for kindly taking the time to meet with Cllr Ian Turner, countless residents, elected members and me on Llandudno promenade so to be formally presented with the 12,500 strong petition.

With tourism in Conwy County now worth £1.1 billion, it is essential that we unleash that economic potential further by restoring sand to North Shore. Indeed, quarry rocks should never have been dumped on our shore, a decision which has made the beach inaccessible to many, forced the donkeys into retirement, and harmed the tourist offer in our region.

It is essential for the Welsh Government and your Committee to understand that North Shore is a truly unique beach. It is one of the focal points in a town which has been named among the top 10 best holiday destinations in the UK for autumn 2023 by Tripadvisor! Llandudno is the holiday hub for all of North Wales. 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 achieve such high growth, I believe it essential that sand is returned to North Shore, and as such, that this beach and destination of national importance be considered by the Senedd. Consequently, I truly hope that your Committee will refer the petition for a debate in the Siambr.

Kind regards,

Janet Finch-Saunders MS/AS