

# FRESH IDEAS FOR SOCIAL CHANGE

Gwynedd and Môn PSB

07.03.2024

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Start Something Good



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Dechrau Rhywbeth Da  
Start Something Good



## The Challenge

Natural Resources Wales, and Gwynedd and Môn Public Service Board commissioned Cwmpas to deliver two hackathons that would bring together multiple stakeholders to address the following challenge:

*How can we better address the local community's needs through improvements in access and transportation in Newborough?*

## **The Process**

The event delivered two identical sessions on the afternoon and evening of 7<sup>th</sup> March 2024. Over eighty attendees, comprising of residents, the Public Service Board, and Natural Resources Wales, embarked on two sessions of intense and progressive workshops that aimed to share perspectives, create new connections, learn new methodologies, and arrive at innovative ideas to respond to the challenge.

Creating multiple diverse groups is key to the process. The 80+ participants were split into 11 teams, each comprising of 6-8 members from a range of diverse backgrounds and perspectives.

## **Workshops**

The eleven teams were taken through six different workshops throughout the event. These included:

- Asset Mapping
- Challenge Mapping
- Ideation
- Idea Reduction
- Prototyping
- Pitching

## **Asset Mapping**

The Start Something Good® approach is to start from a position of strength by identifying what resources are available to solve the challenge at hand. To find a solution we need a wealth of 'tools' at our disposal. Each of the groups produced an asset map that aimed to identify areas of strength and areas that require more support.

Below are three lists comprising of what all teams identified:

<b>Social Assets</b>	<b>Human Assets</b>	<b>Public Assets</b>	<b>Physical Assets</b>	<b>Financial Assets</b>
<ul style="list-style-type: none"> <li>- Rhun Ap Iorwerth (AS)</li> <li>- Primary school</li> <li>- Natural Resources Wales</li> <li>- Shop</li> <li>- Pub</li> <li>- Community centres x 2</li> <li>- Camp sites</li> <li>- Interest groups</li> <li>- Church (St Peter's; Eglwys Bach)</li> <li>- Over 50s leisure group</li> <li>- Welsh Government</li> <li>- Local Authority</li> <li>- Local businesses</li> <li>- Events</li> <li>- Community Council</li> <li>- Community woodland group</li> <li>- Residents (wealth of experience and expertise)</li> <li>- Bro Aberffraw Alliance</li> <li>- Area of Outstanding Natural Beauty</li> <li>- Café</li> <li>- Chippy</li> <li>- Model village</li> <li>- Transport museum</li> <li>- Community</li> <li>- M-Sparc</li> <li>- Facebook groups</li> <li>- Connections to and vested interest in community</li> <li>- Member of Parliament</li> </ul>	<ul style="list-style-type: none"> <li>- Residents</li> <li>- Incomers; visitors; tourists</li> <li>- Youth</li> <li>- Local businesses</li> <li>- Personal knowledge of area</li> <li>- Past experience</li> <li>- Wider familial connections</li> <li>- Growing elderly population</li> <li>- Strong sense of connectivity</li> <li>- Interconnectivity</li> <li>- Medrwn Môn</li> <li>- Connections between villages</li> <li>- Information</li> <li>- History</li> <li>- Strategic managements skills</li> <li>- Passion</li> <li>- Farm land</li> <li>- Shops</li> <li>- Traffic control</li> <li>- Support for local community</li> <li>- Welcome visitors</li> <li>- Create new employment</li> <li>- Walking group</li> <li>- Societies, e.g. Criw Niwbwrch</li> </ul>	<ul style="list-style-type: none"> <li>- Amberon</li> <li>- Church</li> <li>- Community carnival</li> <li>- School (cohesion)</li> <li>- Councillors (county; community)</li> <li>- Coastguard</li> <li>- Natural Resources Wales</li> <li>- Llyn Parc Mawr</li> <li>- Beach</li> <li>- Forest</li> <li>- Public road network</li> <li>- Nature reserve</li> <li>- Police</li> <li>- Local Authority</li> <li>- National Farmers Union</li> <li>- Cadw</li> <li>- Medrwn Môn</li> <li>- Menter Môn</li> <li>- Public map platform</li> <li>- Football</li> <li>- Childcare</li> <li>- Health services</li> <li>- Family activities</li> <li>- Transport</li> <li>- Car park</li> <li>- Toilets</li> <li>- Police</li> <li>- Welsh Government</li> <li>- Residents</li> <li>- Visitors</li> <li>- Workers</li> <li>- Council land</li> <li>- Bus service</li> </ul>	<ul style="list-style-type: none"> <li>- Beach</li> <li>- Forest</li> <li>- Dunes</li> <li>- Ynys Llanddwyn</li> <li>- Tracks</li> <li>- Footpaths</li> <li>- Designated nature reserve</li> <li>- Sea</li> <li>- Campsites</li> <li>- Playground</li> <li>- Toilets (closed)</li> <li>- Lake</li> <li>- Landowners</li> <li>- Highways</li> <li>- Natural Resources Wales</li> <li>- Air</li> <li>- Village</li> <li>- Houses</li> <li>- Shops</li> <li>- Trees/timber</li> <li>- Beautiful rural location</li> <li>- Village history (not built for cars)</li> <li>- Area of Outstanding Natural Beauty</li> <li>- PJ Hall</li> <li>- Health and wellbeing</li> <li>- Roads</li> <li>- Car parks</li> <li>- Traffic</li> <li>- Transport</li> <li>- Congestion</li> <li>- Businesses</li> <li>- Farm land</li> <li>- Outdoor health</li> <li>- Movement and flow of traffic</li> <li>- Circular walk</li> </ul>	<ul style="list-style-type: none"> <li>- Local Authority</li> <li>- Welsh Government</li> <li>- Natural Resources Wales</li> <li>- Other funding opportunities</li> <li>- Income from car park</li> </ul>

<ul style="list-style-type: none"> <li>- IT skills</li> <li>- Internet</li> <li>- Local radio</li> <li>- Forest</li> <li>- Beach</li> <li>- Memory club</li> <li>- Coffee mornings</li> <li>- Women's Institute</li> <li>- Film nights</li> <li>- Pritchard Jones Institute</li> </ul>		<ul style="list-style-type: none"> <li>- Own transport is essential</li> <li>- Speed guns (police)</li> </ul>		
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### **The Asset Map Legacy**

This activity need not be restricted to the event on 7<sup>th</sup> March. It is a co-design tool that can be used for ongoing problem solving, and one that can be added to. Each of these assets can be individually considered for any challenge, and at any stage of further challenges (e.g. can 'x' help us? What if we introduced 'x' to 'y'? etc.). This is to ensure that the challenge is maximising the use of existing assets before spending resource elsewhere.

## Challenge Mapping

We asked each team to complete a Challenge Map to 1) Identify the most significant challenges at hand, 2) what barriers exist? 3) what is the first tangible action needed to rectify the challenge? and 4) How do we get started?

<p>Beth yw'r heriau mwyaf arwyddocaol ar hyn o bryd? / What are the most significant challenges at the moment?</p> <p><b>1</b></p>	<p>Beth yw'r cam diriaethol cyntaf sydd ei angen? / What is the first tangible action needed to rectify the challenge?</p> <p><b>3</b></p>
<p>Beth yw'r rhwystrau? / What are the barriers in our way?</p> <p><b>2</b></p>	<p>Sut mae cychwyn arni? / How do we get started?</p> <p><b>4</b></p>

The value of this section in the process is the clear identification of the problem, the barriers, and the logical actions that need to be taken to move forward. The responses were as follows:

**Afternoon Table 1**

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"> <li>- Traffic congestion</li> <li>- Visitor impact/behaviour/numbers</li> <li>- Few benefits to local community</li> <li>- How to action improvements</li> <li>- Communication</li> <li>- Protect wildlife from excessive visitor numbers</li> </ul>	<ul style="list-style-type: none"> <li>- Comms when car park is full (better and earlier)</li> <li>- Make flow easier</li> <li>- No more car parks as they bring more congestion</li> <li>- Keep digital sign advising car park full</li> </ul>
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"> <li>- Infrastructure/facilities</li> <li>- Physical limitations</li> <li>- Lead organisations – responsibility</li> <li>- Make difficult decisions</li> <li>- Finance</li> <li>- Legal constraints</li> </ul>	<ul style="list-style-type: none"> <li>- Identify lead/responsible organisation</li> <li>- Agree a plan</li> <li>- Queuing in forest has helped congestion on Chapel Street</li> <li>- Look at how to pay in car park - app</li> </ul>

**Afternoon Table 2**

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"> <li>- Over-congestion of visitors to beach</li> <li>- Small roads – single vehicle access</li> <li>- Over-advertising of beauty spot</li> <li>- There will be a death</li> </ul>	<ul style="list-style-type: none"> <li>- Traffic management</li> <li>- One way system?</li> <li>- Potential park and ride</li> <li>- Put money made into the village for much-needed services/compensation</li> <li>- Balance nature and people</li> </ul>
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"> <li>- Road too narrow – simply not able to cope</li> <li>- Singular access road</li> <li>- No management of traffic from village</li> <li>- It is a money-spinner – share the wealth</li> <li>- Poor management of entry/exit</li> <li>- Lack of alternatives on the table</li> </ul>	<ul style="list-style-type: none"> <li>- Get NRW to listen and act</li> <li>- Proper survey of issues</li> <li>- Share full facts to all</li> </ul>

**Afternoon Table 3**

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"> <li>- Finance</li> <li>- Traffic volume and speed</li> <li>- Popularity (social media)</li> <li>- Youth – activities, safety</li> <li>- Cycle routes – safety</li> <li>- Managing environmental concerns, e.g. dunes</li> </ul>	<ul style="list-style-type: none"> <li>- More community meetings – not just one-off</li> <li>- Draw in the locals – some are jaded</li> <li>- Community engagement</li> <li>- Car parks (plural) needed</li> <li>- Park and ride</li> <li>- Reroute traffic</li> </ul>
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"> <li>- Joined-up thinking/working</li> <li>- Lack of funds</li> <li>- Cardiff removed/divorced from realities</li> <li>- Land purchases – who owns what?</li> <li>- Jurisdictions?</li> <li>- Do NRW own enough land?</li> </ul>	<ul style="list-style-type: none"> <li>- Today is a start</li> <li>- Listen to concerns</li> <li>- No blame</li> <li>- Be constructive</li> <li>- A representative group to work consistently with public bodies</li> <li>- A youth group looking to the future</li> </ul>

**Afternoon Table 4**

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"> <li>- Traffic</li> <li>- Pollution</li> <li>- Second homes/empty homes</li> <li>- Over-tourism/lack of management</li> <li>- Lack of information</li> <li>- Road rage</li> <li>- Traffic/transport management</li> </ul>	<ul style="list-style-type: none"> <li>- Realistic options</li> <li>- An agreement</li> <li>- Speak with local people</li> </ul>
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"> <li>- Lack of discussion</li> <li>- No one is listening</li> </ul>	<ul style="list-style-type: none"> <li>- Try different things</li> <li>- A different car park – school – bus</li> <li>- Church Street – no parking during busy periods</li> <li>- Need to respect people on Church Street – young children and bikes trying to cross a busy road in summer months</li> <li>- Narrow pavement/signs on pavement</li> <li>- People with disabilities cannot walk to the car park. Must allow for disability parking outside their houses</li> </ul>



**Afternoon Table 5**

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"> <li>- Roads: access, egress, traffic, restriction</li> <li>- Finance – releasing income from car park locally</li> <li>- Current road system</li> <li>- Congestion, potholes</li> </ul>	<ul style="list-style-type: none"> <li>- Freedom of information on finances</li> <li>- Could we devolve the service?</li> <li>- Listen to residents</li> <li>- Involve and plan properly (not just react)</li> <li>- Positive attitude to change</li> <li>- Include all relevant parties (us, NRW, IOACC, SPF/funding, etc.)</li> <li>- Acceptance of certain restraints</li> </ul>
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"> <li>- NRW: management, attitude, releasing finance, poor works (remedial); foresight/innovation</li> <li>- Nature versus progression/change (we do not want to harm our environment; we want to protect it)</li> <li>- Not full understanding of what residents want/need</li> </ul>	<ul style="list-style-type: none"> <li>- Openness</li> <li>- Talk</li> <li>- Knowledge</li> <li>- Challenge NRW on current plans and barriers</li> <li>- Plan</li> <li>- Do!</li> <li>- Believe there will be a result</li> <li>- Include Anglesey Council</li> <li>- Resident on the NRW Board (not an NRW employee)</li> </ul>

**Afternoon Table 6**

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"> <li>- Narrow roads, no pavements – dangerous</li> <li>- Poor safe connections to forest/beach from the village</li> </ul>	
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"> <li>- Lack of infrastructure</li> <li>- Sustainable transport non-existent</li> </ul>	

### Afternoon Table 7

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"> <li>- Traffic (Church Street)</li> <li>- Marketing (Visit Wales, etc.)</li> <li>- No management of who comes to the site</li> <li>- Parking across the whole of Newborough</li> </ul>	<ul style="list-style-type: none"> <li>- Assessment</li> <li>- Mapping</li> <li>- Looking at parking options</li> <li>- Speak with Visit Wales to not market so much</li> </ul>
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"> <li>- Only one way to get there</li> <li>- Narrow road</li> <li>- People park across house entrances in Newborough</li> </ul>	<ul style="list-style-type: none"> <li>- Public meeting</li> <li>- A parking area in the village for residents only</li> </ul>

### Evening Table 1

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"> <li>- Narrow road</li> <li>- Volume of traffic</li> <li>- Peak volumes depending on weather, weekends, holiday season</li> </ul>	<ul style="list-style-type: none"> <li>- All parties need to accept that it is a real problem that needs resolving</li> <li>- Does data confirm problem?</li> <li>- Reduce the traffic</li> </ul>
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"> <li>- Many meetings in the past but no action</li> <li>- Solutions put forward but not listened to</li> </ul>	<ul style="list-style-type: none"> <li>- Create a shortlist of options and explore, e.g. one way system, park and ride, bike taxis</li> </ul>

**Evening Table 2**

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"> <li>- Traffic congestion</li> <li>- Visitor increase</li> <li>- Rush hour</li> <li>- Attitudes of people</li> <li>- Road width</li> <li>- Parking</li> <li>- Weather</li> </ul>	<ul style="list-style-type: none"> <li>- One way system</li> <li>- Road sign further away</li> <li>- Pay in advance</li> <li>- Bikes only</li> <li>- Move payment</li> <li>- Follow traffic management plan properly</li> <li>- Holding car park</li> <li>- Off-site parking</li> <li>- Drop kerbs on Church Street</li> </ul>
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"> <li>- Financial</li> <li>- Road size</li> <li>- Planning</li> <li>- 3 x SSI</li> <li>- AONB</li> <li>- Wildlife</li> <li>- SAC</li> <li>- Legal</li> <li>- Welsh Government (new roads)</li> </ul>	

**Evening Table 3**

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"> <li>- Access</li> <li>- Traffic</li> <li>- Blocking the roads</li> <li>- The public abuse</li> <li>- Attitude</li> <li>- Impact on residents</li> <li>- Access for emergency services</li> <li>- Massive advertisement</li> </ul>	<ul style="list-style-type: none"> <li>- Traffic needs to be sorted</li> <li>- One way system</li> <li>- Better control of numbers</li> <li>- Car access</li> <li>- Online tickets</li> </ul>
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"> <li>- The road cannot take the traffic</li> <li>- Narrow roads</li> <li>- Parked vehicles</li> <li>- Residents</li> <li>- No limit on people from other places</li> <li>- Public transport – not enough buses</li> </ul>	<ul style="list-style-type: none"> <li>- Public meetings</li> <li>- Public solving/brain solving</li> <li>- Communicating with the locals</li> <li>- More car parks in the village</li> <li>- Boat rides</li> </ul>

**Evening Table 4**

<b>Most Significant Challenges</b>	<b>First Actions</b>
<ul style="list-style-type: none"><li>- Traffic</li><li>- Amount of people – 500 in a day</li><li>- Congestion</li><li>- Parking in the centre and outskirts</li><li>- Climate – erosion, sea level rising, more storms, more wind</li></ul>	<ul style="list-style-type: none"><li>- Signage further away</li><li>- Control of parking locations</li><li>- Local parking provision</li></ul>
<b>Barriers</b>	<b>How to get started</b>
<ul style="list-style-type: none"><li>- Getting agreements</li><li>- Too much power in one body</li><li>- People upstairs – Council/NRW</li><li>- Finding park and ride location</li></ul>	<ul style="list-style-type: none"><li>- Actual trials</li><li>- Feasibility</li><li>- New access found</li></ul>

## Ideation

Now that the participants had framed their question, they were taken through an introductory session on ideation methods.

The participants were introduced to the “Innovation Engine” and the three core methods of ideation: Recombinant, Incremental, and Exaptive.



The Innovation Engine by Tina Seelig

The groups were asked to participate in an exercise called “Crazy 8s” where each participant uses the “How can we?” challenge statement to produce eight different solutions within eight minutes.

They were then invited to extend their ideation process via the “Clever Trevor” technique by looking at the challenge from an unfamiliar perspective, to gain insights on how these organisations would address the challenge. Example perspectives included Ikea, Bluestone, Bristol City Council, and Disney). The aim of this is not to imitate what others have done but to ask what we can learn from how they do things.

The purpose of asking individuals and groups to consider multiple ideas encourages new and fresh ways of thinking. Instead of starting with only one idea in mind, the groups have multiple options to choose from and to combine. The value of thinking and working in this way is that options are opened up instead of restricted, and innovative ideas can be sourced across the group instead of coming from one dominant individual. This ideation method broadens the number of people involved in producing ideas and fosters a democratic and open approach.



The groups then categorised, analysed, and merged the different ideas to decide on three solutions:

### Ideas Generated Afternoon Table 1

- 1) Digital sign at roundabout saying beach car park is full when it is full
- 2) Car parking pre-booking only
- 3) Traffic-free forest; park and ride

### Ideas Generated Afternoon Table 2

- 1) Llanddwyn app – parking/facilities; offer alternative parking/travel; show how busy it is
- 2) Park and ride/walk – bike hire, buggy hire; access vehicular April-October – local, season ticket, disabled access only; active travel
- 3) Employ residents to manage access

### Ideas Generated Afternoon Table 3

- 1) Series of meetings; make links with school and youth groups
- 2) Green transport and tourism: cycles, road train, monorail, cable cars, boats
- 3) One way traffic system with sensitive signage (re-route with circularity Malltraeth to Dwyran)

#### **Ideas Generated Afternoon Table 4**

- 1) Park and ride (not necessarily in Newborough); people who are not local must book
- 2) Bike hire
- 3) Road and signage improvements (signs on A55)

#### **Ideas Generated Afternoon Table 5**

- 1) Improve parking: public transport; cycling routes; alternative car park, bus in, park and ride; manning the kiosk at busy times; better options for residents; charge more and ensure charges are applied
- 2) Better signage: social media information; local signs - clear
- 3) Road improvement: alternative access and egress; priority passing points so that it slows traffic (outgoing has priority); better repairs to beach road

#### **Ideas Generated Afternoon Table 6**

- 1) Improvements to cycle routes and walking around the village and to the beach – pedestrian-friendly
- 2) Transport hub and car share; one way system?
- 3) App development directing users to available parking – could mean smaller car parks rather than one big one

#### **Ideas Generated Afternoon Table 7**

- 1) Park and ride; relocate car park
- 2) Active travel; cycle path
- 3) Two lanes or one way

#### **Ideas Generated Evening Table 1**

- 1) Park and ride
- 2) Bike hire
- 3) EV charging

#### **Ideas Generated Evening Table 2**

- 1) One way system
- 2) Pay in advance – time slots, mobile pay?
- 3) Off-site parking; active travel – shuttle, bikes, train

#### **Ideas Generated Evening Table 3**

- 1) Park and ride (Gaerwen?)

- 2) One way system – road maintenance needed; exit at Malltraeth
- 3) Online booking system for parking

#### **Ideas Generated Evening Table 4**

- 1) Shuttle bus
- 2) Put new car park on active travel route; involve local businesses – bike hire with trolleys/carts for kids
- 3) New taxi scheme

The groups were then asked to use the effort versus impact matrix to decide upon a single idea to pitch.



## Proposed Ideas

Each table was tasked with pitching their ideas to the other participants and the panel. The ideas were as follows:

### Afternoon Table 1:

**Idea:** Stem the flow of over-tourism. Do not increase number of car parking spaces. Digital signage to show main car park is full. Some evidence of this working in other parts of the UK and on Anglesey.

### Identified Barriers / request for help:

- Cost – signs and personnel
- “Why you?” approach/attitude – other areas of Anglesey may get jealous
- Traffic management policy
- Behavioural – people may ignore communications

### Afternoon Table 2:

**Idea:** Utilising signs – move them further away. App – share information about capacity. Moving car parks further away and embracing active travel. Access from Church Street should be residents and disabled people only.

### Identified Barriers / Request for Help:

- Finance – need partnership and sponsorship
- Can-do attitude
- Accessibility – to active travel but also to technology, e.g. for apps
- Timescales
- Safety – use app safely (i.e. while not driving)

### Afternoon Table 3:

**Idea:** Park and ride with electric buses. No access from crossroads except for local people. Clear signage. Park and ride could be run by local people or a local business.

### Identified Barriers / Request for Help:

- Money – could be funded by NRW?
- Access for dogs, boats, canoes, etc. on buses

#### **Afternoon Table 4:**

**Idea:** Car-free forest and village. Park and ride, active travel, improved cycle routes. Opportunities to sit/eat/socialise outside cafes and shops. Transport hub/car share. App development to book transport.

#### **Identified Barriers / Request for Help:**

- Infrastructure
- New businesses needed to provide these services

#### **Afternoon Table 5:**

**Idea:** Car park needs to be moved due to impacts of climate change anyway. This could be an opportunity to relocate it to further down the road and use a park and ride facility plus active travel options to access the beach.

#### **Identified Barriers / Request for Help:**

- Landownership of potential sites for new car park
- Finance
- Need to act now rather than talking

#### **Afternoon Table 6:**

**Idea:** Online/pre-booking of parking spaces in the short-term, ensuring local people have fair access. Longer-term: park and ride.

#### **Identified Barriers / Request for Help:**

- Need to avoid taking agricultural land from farmers – use brownfield sites
- Finance
- Leadership
- Lack of urgency – we have been discussing this for years and we are still here discussing it today

#### **Afternoon Table 7:**

**Idea:** Form a representative group of community members, including young people/school children. Align educational projects with local issues. Look globally at similar schemes to achieve this. Interact with all relevant public bodies.

### **Identified Barriers / Request for Help:**

- Timescales – we need this now!

### **Evening Table 1:**

**Idea:** Temporary solution (this year): traffic management with lollipops. Signs at a distance. Pre-booking of car park with staggered times. Longer-term: Park and ride/shuttlebus; option for people to bike down to the beach. One way system would be ideal.

### **Identified Barriers / Request for Help:**

- Desire by the local authority and NRW
- Who manages the off-site parking?
- Who owns the land for new car parks?

### **Evening Table 2:**

**Idea:** Link road? Park and ride – just outside the village when the beach car park is full. Electric buses and bikes servicing this. Develop new entrance (Pen Lôn?) for bikes and walkers.

### **Identified Barriers / Request for Help:**

- EV charging points
- Landownership
- Management of sites and projects

### **Evening Table 3:**

**Idea:** Restrict cars going down to the beach. Park and ride – use car park in Gaerwen just off A55. Sell pre-booked tickets so there are not too many people impacting the wildlife. One way system through the forest. Encourage cycling. Good social media management to communicate all of this. Beach huts forming a marketplace for local businesses.

### **Identified Barriers / Request for Help:**

- Be conscious of affecting other villages with park and ride
- Impact of buses on roads and wildlife

## Evening Table 4:

**Idea:** Pre-booked parking. Church Street should be local access only. Creation of a tourist car park (A48 – field identified).

### Identified Barriers / Request for Help:

- Ownership of project
- Funding

## Summary

The event provided a wealth of information and ideas in response to the challenge “How can we better address the local community's needs through improvements in access and transportation in Newborough?”

The two sessions had one clear aim: the community co-designing solutions around transport and access. There are common themes from all the presentations (Park & Ride being a dominant one), but a rich variety of ways in which the community believes that this can be done.

Focusing in for a moment on co-designing what a Park & Ride option could look like, the community has provided a multifaceted approach that could work for everyone. As well as sharing wisdom and knowledge about potential locations, active and electric vehicle transport options, how changes need to fit with the transport system, preserving access for residents using better technology, a range of potential enterprise options were also explored. These enterprise options, with support from agencies, could increase the ways in which the community benefits from these proposed solutions.

Throughout both sessions options came to the surface that support short term improvement measures and mid to longer terms solutions. There was also a gradation of costs and benefits presented to achieve this.

## Suggested next co-design steps

***“What is a good idea? One that happens is. If it doesn’t, it isn’t.”*** Paul Arden

Thomas Edison once said, “Genius is 1% inspiration and 99% perspiration”. This is the same concept for innovation. The event aimed to create an inspirational spark, and now is the time for progress and perspiration. To assist with the next steps, we advocate applying the following tools:


1. Continue to add and review the Asset Map (page 5).

2. Apply the following questions to further “stretch” the ideas generated at the event:

- **Combine** – What can I combine my idea with? Another product? A process?
- **Repurpose** – Can I repurpose my idea for something else, another audience, another time?
- **Upstream** – Can my idea be better placed closer to the source of the problem?
- **Polarise** – Can I flip my idea on its head to create something new?
- **Futurize** – Can I further modernise my idea?
- **Assumption reversal** – Can I remove a key element to create something new?
- **Moonshot** – What would my idea look like in 10+ years' time?
- **Side show** – Can do something else supportive alongside the challenge in question?
- **Bit part player** – Can I play a much smaller (yet effective), part in the process?
- **The thief** – Can I steal someone else's idea/process from another context and add it to my own?
- **The pirate** – Can I break a rule to create something new?
- **Minimise** – What is the minimum viable product that I can produce?

3. Commit to action using SMART objectives (Specific, Measurable, Actionable, Realistic and Timed). The following table has been generated to assist with this:

	Who /Pwy?	What/Beth?	When/Pryd?	Where/Lle?	Why/Pam?	How/Sut?
Task 1						
Task 2						
Task 3						
Task 4						



“When people feel like they belong, they are able to be their best and do their best”

Susie Wise, d:school

