



Llanrwst Road Gyffin Conwy

Housing Mix Statement

Development: Land at Llanrwst Road, Gyffin

Address: Llanrwst Road, Gyffin, Conwy LL32 8HZ

Developer: Adra (Tai) Cyfyngedig.

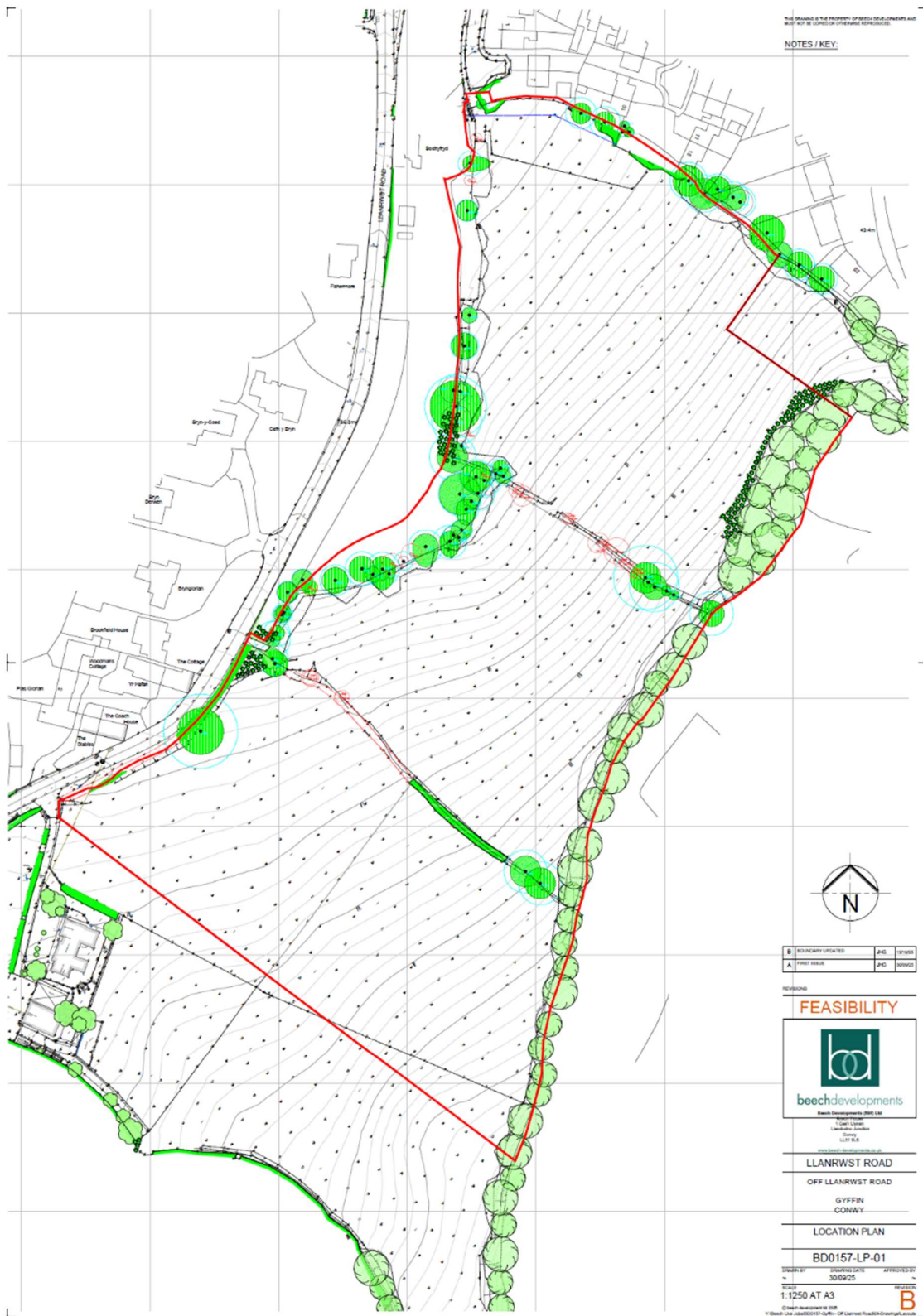
Document Title: DEV-0115 Housing Mix Statement

Prepared by: *Goronwy Owen*

Date: *Dec 2025*

Checked by: *Owen Bracegirdle*

Date: *Dec 2025*



Location Plan

1.0 ADRA (TAI) CYF

As the largest housing association in north Wales, Adra provides good quality services and homes to residents and endeavors to safeguard and strengthen the culture and heritage of the communities that it serves.

As a registered social landlord, the main purpose of Adra is to offer affordable homes to those in need. We are an independent not-for-profit organisation which is registered and managed by the Welsh Government. As a not-for-profit organisation any surplus income is returned to the business to enable us to continue to provide homes and services and deliver our objectives.

At present Adra has over 7,300 affordable rented homes and we manage and maintain these properties. During the last ten years we have invested £137 million in our homes to achieve the Wales Housing Quality Standard (WHQS).

However, there is a strong demand for more affordable units in Conwy. To meet this need Adra is building new homes and has implemented an ambitious 'development' programme, to invest in the region of £200m in North Wales on our new build programme.

Adra recognises that affordable housing is a vital element in regenerating communities and strengthening social inclusion.

2.0 THE PROPOSED DEVELOPMENT

Table 1: All units

Type of units	Number of Persons / Bedrooms	Number of Units
Apartment – Type A & B	2per / 1bedroom	30
House – Type C	4per / 2bedroom	10
House – Type D	4per / 2bedroom	12
Apartment – Type E	3per / 2bedroom	12
Bungalows – Type F	3per / 2bedroom	2
House – Type G	5per / 3bedroom	1
House – Type H	5per / 3bedroom	2
House – Type J	5per / 3bedroom	21
House – Type K	6per / 4bedroom	4
House – Type L	8per / 5bedroom	1
TOTAL	Up to 342per / 195 bedrooms	95

The above table provides information on the number and the mix of units on the Adra site

- 28 x 1 Bed 2 Person Apartment – Social Rented
- 12 x 2 Bed 3 Person Apartment – Social Rented
- 10 x 2 Bed 4 Person House – Social Rented
- 2 x 2 Bed 3 Person Bungalow – Social Rented
- 10 x 3 Bed 5 Person House – Social Rented
- 3 x 4 Bed 6 Person House – Social Rented
- 1 x 5 Bed 8 Person House – Social Rented
- 2 x 1 Bed 2 Person Apartment – Intermediate Rented
- 12 x 2 Bed 4 Person House – Intermediate Rented
- 14 x 3 Bed 5 Person House – Intermediate Rented
- 1 x 4 Bed 6 Person House – Intermediate Rented

According to the Conwy County Local Development Plan 2007-2022, implemented in October 2013, any development of 2 or more properties in Gyffin, Conwy must provide at least 30% of affordable units (POLICY HOU/2: Affordable Housing for Local Need). The current proposal for this development is far beyond this requirement, with the proposal including the potential to deliver 100% of affordable units on the site.

Table 2: Proposed housing mix

Plot number	Type of Units [Type Ref]	Number of Bedrooms	Size m ²	Development Quality Requirement
Plot 1	Semi-Detached House – Side Entry [G]	3 bedroom 5 person	93	Yes
Plot 2	Semi-Detached House [C]	2 Bedroom 4 Person	83	Yes
Plot 3	Semi-Detached House [D]	2 Bedroom 4 Person	83	Yes
Plot 4	Semi-Detached House [D]	2 Bedroom 4 Person	83	Yes
Plot 5	End Terrace House [H]	3 bedroom 5 person	93	Yes
Plot 6	Mid Terrace House [C]	2 bedroom 4 person	83	Yes
Plot 7	End Terrace House [C]	2 bedroom 4 person	83	Yes
Plot 8	End Terrace House [C]	2 bedroom 4 person	83	Yes
Plot 9	Mid Terrace House [C]	2 bedroom 4 person	83	Yes
Plot 10	End Terrace House [H]	3 bedroom 5 person	93	Yes
Plot 11	End Terrace House [C]	2 bedroom 4 person	83	Yes

Plot 12	Mid Terrace House [C]	2 bedroom 4 person	83	Yes
Plot 13	Mid Terrace House [C]	2 bedroom 4 person	83	Yes
Plot 14	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 15	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 16	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 17	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 18	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 19	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 20	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 21	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 22	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 23	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 24	Apartment Ground Floor [E]	2 bedroom 3 person	65	Yes
Plot 25	Apartment First Floor [E]	2 bedroom 3 person	66	Yes
Plot 26	Mid Terrace House [C]	2 Bedroom 4 Person	83	Yes
Plot 27	Mid Terrace House [C]	2 Bedroom 4 Person	83	Yes
Plot 28	Apartment Ground Floor [E]	2 bedroom 3 person	65	Yes
Plot 29	Apartment First Floor [E]	2 bedroom 3 person	66	Yes
Plot 30	Apartment Ground Floor [E]	2 bedroom 3 person	65	Yes
Plot 31	Apartment First Floor [E]	2 bedroom 3 person	66	Yes
Plot 32	Apartment Ground Floor [E]	2 bedroom 3 person	65	Yes
Plot 33	Apartment First Floor [E]	2 bedroom 3 person	66	Yes
Plot 34	Semi-Detached House [D]	2 bedroom 4 person	83	Yes
Plot 35	Semi-Detached House [D]	2 bedroom 4 person	83	Yes
Plot 36	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 37	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 38	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 39	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 40	Semi-Detached House [D]	2 bedroom 4 person	83	Yes

Plot 41	Semi-Detached House [D]	2 bedroom 4 person	83	Yes
Plot 42	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 43	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 44	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 45	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 46	Semi-Detached House [D]	2 bedroom 4 person	83	Yes
Plot 47	Semi-Detached House [D]	2 bedroom 4 person	83	Yes
Plot 48	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 49	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 50	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 51	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 52	Semi-Detached House [K]	4 bedroom 6 person	114	Yes
Plot 53	Semi-Detached House [K]	4 bedroom 6 person	114	Yes
Plot 54	Semi-Detached House [D]	2 bedroom 4 person	83	Yes
Plot 55	Semi-Detached House [D]	2 bedroom 4 person	83	Yes
Plot 56	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 57	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 58	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 59	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 60	Detached House [L]	5 bedroom 8 person	131	Yes
Plot 61	Semi-Detached House [D]	2 bedroom 4 person	83	Yes
Plot 62	Semi-Detached House [D]	2 bedroom 4 person	83	Yes
Plot 63	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 64	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 65	Semi-Detached House [K]	4 bedroom 6 person	114	Yes
Plot 66	Semi-Detached House [K]	4 bedroom 6 person	114	Yes
Plot 67	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 68	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 69	End Terrace House [J]	3 bedroom 5 person	92	Yes
Plot 70	Mid-Terrace House [J]	3 bedroom 5 person	92	Yes

Plot 71	End Terrace House [J]	3 bedroom 5 person	92	Yes
Plot 72	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 73	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 74	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 75	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 76	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 77	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 78	Apartment Ground Floor [A]	1 bedroom 2 person	51	Yes
Plot 79	Apartment First Floor [A]	1 bedroom 2 person	54	Yes
Plot 80	Semi-Detached Bungalow [F]	2 bedroom 4 person	59	Yes
Plot 81	Semi-Detached Bungalow [F]	2 bedroom 4 person	59	Yes
Plot 82	Apartment Ground Floor [E]	2 bedroom 3 person	65	Yes
Plot 83	Apartment First Floor [E]	2 bedroom 3 person	66	Yes
Plot 84	Apartment Ground Floor [E]	2 bedroom 3 person	65	Yes
Plot 85	Apartment First Floor [E]	2 bedroom 3 person	66	Yes
Plot 86	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 87	Semi-Detached House [J]	3 bedroom 5 person	92	Yes
Plot 88	Apartment Ground Floor [B]	1 bedroom 2 person	51	Yes
Plot 89	Apartment First Floor [B]	1 bedroom 2 person	54	Yes
Plot 90	Apartment Ground Floor [B]	1 bedroom 2 person	51	Yes
Plot 91	Apartment First Floor [B]	1 bedroom 2 person	54	Yes
Plot 92	Apartment Ground Floor [B]	1 bedroom 2 person	51	Yes
Plot 93	Apartment First Floor [B]	1 bedroom 2 person	54	Yes
Plot 94	Apartment Ground Floor [B]	1 bedroom 2 person	51	Yes
Plot 95	Apartment First Floor [B]	1 bedroom 2 person	54	Yes

It is considered that the proposed mix would comply with any S106 local development zones and “provide a mix of good quality affordable units, of a variety of types and tenures to meet housing needs for all section of the population”.

In addition, the development will achieve the vision for the LDP to create a “place where the housing needs of local communities are better delivered in terms of supply, type, quality, efficiently, location and affordability”.

Although there are 95 units proposed, it is apparent that with ten different types of property design and layout, that this is evidence of the Adra commitment to support the widest mix of housing design type possible in order to meet the required housing need for this locality.

3.0 AFFORDABLE HOMES

Adra is committed to providing 95 affordable units in this scheme, that is 100% of the development, which is a great improvement to the current policy. The tenures will be a split of social and intermediate rent dependent on the community needs and the level of social housing grant available.

To successfully provide this percentage of affordable units and ensuring that their rent levels are as per the affordable housing parameters the development will be dependent upon receiving social housing grant from Conwy Council and the Welsh Government.

If additional grant or SHG funding is made available Adra could consider, with careful thought, increasing the number of social rented homes available on the site.

To qualify for social rented units' applicants will need to be registered with the Conwy Housing Solutions Team while the candidates for Intermediate Rent will need to register their interest with Tai Teg.

All affordable units will be built to the Welsh Governments Development Quality Requirement standards and will be let to local persons in accordance with the relevant policies and criteria as set by Conwy Council Housing Solutions Team and supported by Tai Teg.

The need for affordable rent is seen as the site is located on the outskirts of Conwy and is sought-after by those who wish to remain close to the communities of Caerhun, Deganwy, Llansanffraid and other local areas within Conwy.

The average house price in the Conwy County Borough is approximately £248,000, based on data from November 2025.

The following table shows average prices for a mix properties for sale by Agents: Iwan M Williams, Idris Estaes, Dafydd Hardy, Beresford Adams, Fletcher & Poole, and Rightmove (November 2025) within a 1 mile radius:

• One Bed Houses -	£176,250
• One Bed Apartment -	£115,000
• Two Bed Houses -	£202,675
• Two Bed Bungalows -	£260,238
• Two Bed Apartments –	£157,250
• Three Bed Houses -	£315,700
• Four Bed Houses -	£569,995
• Five Bed Houses -	£701,250

Due to the relatively low income of the area, this average house purchase cost of market sale units is considered not to be accessible to the vast majority of the local population.

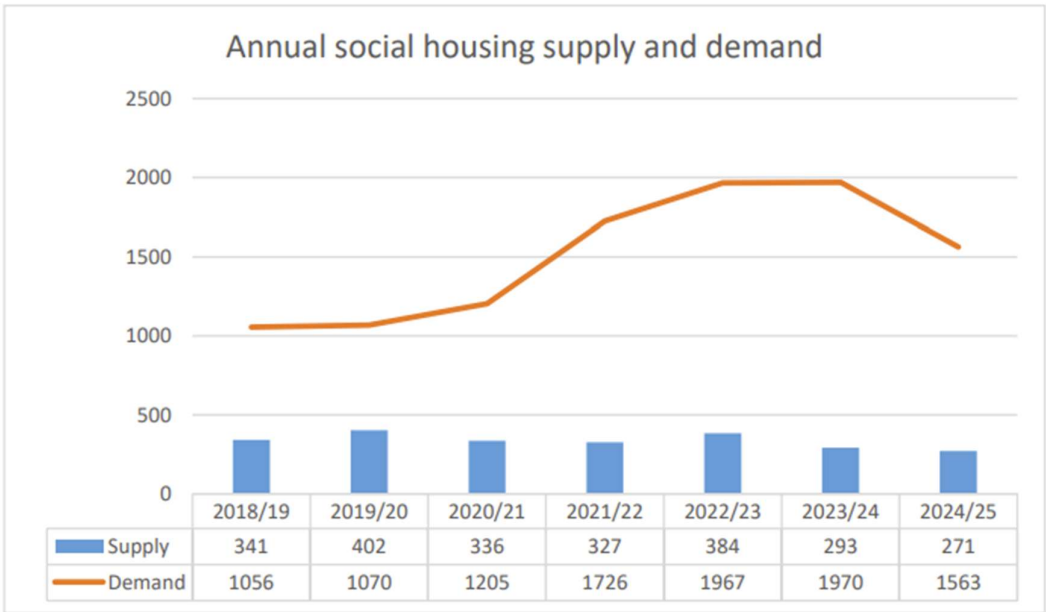
As the site massing is considered fair in relation to the location of Conwy, it was considered that the site focus was to deliver affordable housing in response to the local persons housing need.

In contrast to these affordable homes, there are no requirements for the purchasers of the market sale units in Conwy to be local, but by Adra providing these new high quality affordable homes, there will always be a requirement for any future resident to have a local connection.

4.0 HOUSING NEED - SOCIAL RENTED PROPERTIES

Social rent are lower-costed rented homes which are provided by a registered social landlord. Social housing is allocated based on need, like other local authorities Conwy use a system which gives points to reflect an applicant’s circumstances and needs. A new system has recently been implemented by Conwy that’s far easier for people to understand and ultimately ensures that local people who have the greatest housing need get the homes they require.

The demand for social rental units continues to exceed the supply in the County and has done so for the last seven years:



Source: CCBC Housing Strategy, SARTH (social housing register) April 2025

For an applicant to be considered for social housing they must be registered with the Conwy Housing Register. This is done through application to the Conwy Housing Solutions Team.

By providing properties along a convenient and regular public transport network it will allow people to remain connected to surrounding areas and the wider community, therefore reducing car dependence.

SARTH Housing Need figures for Conwy and Glan Conwy received from Conwy County Borough Council Housing Team - 1st Quarter 2025

Type of Unit	Number of Applicants - Glan Conwy	Number of Applicants - Conwy
Flat 1 bedroom	47	264
Flat 2 bedrooms	33	110

Bungalow 2 bedrooms	32	112
House 2 bedrooms	29	107
House 3 bedrooms	26	76
House 3 bedrooms (adapted)	Included in Conwy Figures	5
House 4 bedrooms	11	40
House 5 bedrooms	3	8

Social and Intermediate Rent

Social rent is proposed for the majority of the site, with approximately 30% third for Intermediate Rent. Local people on low income qualify for social rented units funded through Conwy Council Housing Solutions Team where applicants need to be registered as requiring accommodation, or homeless or resettling.

Other Local working people on low to medium income can register for a new home via Tai-Teg

In comparison to (Open Market Rent) an Adra intermediate rent which can provide people with a mid-market rental housing solution as well as potentially assisting them in the outright purchase of a different home in the future having had the time to save. An intermediate rental option is for people who are not in a position to buy a home for various reasons, such as, insufficient deposit or a poor credit history.

The site is aimed at both people in need of Social Housing via Conwy Council Housing Solutions Team and Intermediate rent via Tai-Teg.

Housing mix

Over recent years mixed housing developments have become more popular. A 2006 study by the Joseph Rowntree Foundation praised mixed housing schemes and have judged mixed housing as more successful communities to live in. It was discovered that mixed housing communities are a pleasant place to live.

The study carried out by Joseph Rowntree Foundation concluded that mixed housing type and mixed income were “non-issues” to the residents, and they saw their neighbours as “ordinary people” and the relationship between the different tenure residents were “civil” and “polite”.

This development provides a perfect opportunity for a successful mixed design type, of an affordable development scheme to be created that could change and evolve to safeguard and strengthen the culture and heritage of the communities that it serves.

Conwy Housing Solutions Team have been consulted to ascertain the need and will allocate the Social rent affordable units, all of which will be offered in accordance with the Council’s relevant policies.

Scheme Mix - Provision of Apartments within Site Mix

Welsh Government’s 2014 base household projections show that household compositions are predicted to change.

There will be less demand for large properties, but an increase will be seen in smaller properties as smaller and medium household sized families become the norm.

The demand for smaller one bed apartments is identified within the housing need figures provided by the Conwy Council Housing Solutions Team above. The scheme includes 30 one bed apartments in order to attempt to satisfy part of this demand.

Emphasis on 2 and 3-bedroom units

Conwy's Local Housing Prospectus (April 2025) identifies the demand for all type and size of affordable units. Providing a high percentage of two and three-bedroom apartment / houses will increase the choice for smaller families, young couples and young people who want to share, or older households who wish to down-size.

This type of households would find it difficult to afford four or five bed roomed houses, or houses of this size would be too big for their requirement."

Providing a greater mixture of 2 and 3-bedroom properties will offer an opportunity for some families that are currently in unsuitable dwellings to gain a new home with a private garden situated within a sustainable and amiable location.

This would facilitate various families to establish a home in the area by improving the living conditions for all members.

The two and three bed units within the scheme total 60 units and make up over 63% of the scheme

The mix of bedroom numbers within this scheme are as follows:

- 1 bed x 30 units
- 2 bed x 36 units
- 3 bed x 24 units
- 4 bed x 4 units
- 5 bed x 1 units

Following recent changes to the benefits system, several tenants have suffered due to the bedroom tax because of under occupancy and wish to move to a smaller home.

Two- bedroom properties would assist Adra to better manage its current stock and enable those applicants who wish to move to a smaller home to do so, thus releasing a larger property to other applicants.

This would also help families on the housing register who require 3 bedroom homes.

Homes for older people

In designing the development Adra have considered the ever-changing need of the population and have future proofed the development where possible.

According to the 2021 Census, about 18% of one-person households in Conwy were 66+ years old. It's forecasted that these figures will increase over the next decades.

ONS - Projections of the number of people ages 66+ in Conwy [base 2022].

Number of persons ages 66+ Population Forecasts					
Year	2022	2027	2032	2037	2042
Conwy	29,970	32,561	36,025	38,884	40,211

All the new homes proposed in the development will offer houses that will comply with the Welsh Government Development Quality Requirements as well as the Secure By Design Standards.

Also, in achieving the requirements of the Lifetime Homes Standards, all the new homes will provide a future proofing design that will also meet the need of an aging population.

In addition to their homes providing for their needs for a lifetime, this will encourage residents to get involved in their community, and to become reassured that they won't have to move, should their circumstances ever change.

Access around the new estate will be fully considered as level access and grassed communal areas are a key feature within the design.

This will allow the residents to relate to the outside world within the protection of a safe and tranquil area, where engaging with all other residents can become a key part of living in the local community.

5.0 HOUSING NEED - INTERMEDIATE RENT PROPERTIES

The purpose of Intermediate Rent is to offer an alternative to people who may have difficulties on the open market, however, due to circumstances are not considered a priority for social housing.

These homes will be targeted at those who are in employment, not dependent on benefits, and earning between £16,00 and £45,000 a year. The levels of rent for intermediate rental units is determined by local market rents – usually, rated as 80% of the market rent for similar dwellings in that area.

An up-to-date register of all the people who have applied for and meet the qualifying criteria for affordable units can be obtained through Tai Teg. Please find below those who have registered their need through Tai Teg

Affordable Rent Housing Need as Received from Tai-Teg for 2nd Quarter 2024

Confirmed TAI-TEG for Conwy Current Housing Need in 2 nd Quarter 2024		
Number of bedrooms	Type of units	Number of applicants
1 bedroom	BUNGALOW	0
	FLAT	6
	HOUSE	1
	MAISONETTE	0
	Total number of bedrooms	7
2 bedrooms	BUNGALOW	2
	FLAT	13
	HOUSE	63

	<u>MAISONETTE</u>	<u>0</u>
	<u>Total number of bedrooms</u>	<u>78</u>
<u>3 bedrooms</u>	<u>BUNGALOW</u>	<u>0</u>
	<u>FLAT</u>	<u>1</u>
	<u>HOUSE</u>	<u>43</u>
	<u>MAISONETTE</u>	<u>0</u>
	<u>Total number of bedrooms</u>	<u>44</u>
<u>4 bedrooms</u>	<u>BUNGALOW</u>	<u>0</u>
	<u>FLAT</u>	<u>1</u>
	<u>HOUSE</u>	<u>6</u>
	<u>MAISONETTE</u>	<u>0</u>
	<u>Total number of bedrooms</u>	<u>7</u>
<u>5 bedrooms</u>	<u>BUNGALOW not recorded</u>	<u>0</u>
	<u>HOUSE not recorded</u>	<u>0</u>
	<u>Total number of bedrooms not recorded</u>	<u>0</u>
	<u>Conwy LL32 Area Total</u>	<u>136</u>

Through advertising, promotion and marketing of the scheme, it is expected that more applicants will come forward. Experience shows that these figures will increase as the project approached construction phase.

RUNNING COSTS

The properties will be built with a very high-level insulation specification, with all achieving EPC A.

Air source heating and other energy efficient equipment will be installed. This will ensure that the running costs of the home are very low and will reduce the bills of the local families who will be living here.

Support will be available to the affordable units to ensure that the equipment is correctly used and to encourage tenants to be more energy efficient.

QUALITY & FLEXIBILITY

Quality and flexibility of design is achieved with meeting the Welsh Government Development Quality Requirements. The properties will be built according to Lifetime Homes standards which will provide flexibility to the properties including bathrooms on the ground floor. This will allow families to remain in their homes even if circumstances change as the properties will be suitable for tenant with minor mobility problems.

By ensuring that all the estate is being developed in accordance with the Welsh Government Development Quality Requirements visitors and tenants will be able to move freely around the estate.

As all the properties will be built to Development Quality Requirement, should future demand change Adra could look at amending the affordable tenures of the properties, which will ensure longevity of the site.

6.0 CONCLUSION

- The proposed housing mix satisfies the local needs demand, including a high percentage of small and medium sized dwellings.
- The houses will be energy efficient, built to a high standard and provide living space adequate for comfortable modern living.
- The proposed type and mix of design type addresses the imbalance of housing supply in the area, with some larger units to meet specific housing need.
- As most are 1, 2 and 3-bedroom homes, this addresses the demand for smaller households, for changing household composition and individuals affected by the bedroom tax.
- The location and type of units offers a solution for young and older households and families.
- Building to Development Quality Requirement offers flexibility for the lifetime of the building.
- Mixed tenure development has the capability to create a sustainable community.
- Public Open space incorporated into the development offers a pleasant place to live.
- Community Benefit includes for a number of public play area options.

Sources

Following sources and reports have been used as references for this housing mix statement.

- Conwy County Borough Council's Housing Register
- Tai Teg Register
- Local Estate agent's reports & Rightmove
- ONS Population Forecast Figures with 2022 base date.
- Conwy Local Housing Prospectus [April 2025]
- Joseph Rowntree Foundation: Mixed Community Study (March 2006).