

Llandudno

Colonnade

Prepared for
Conwy County
Borough Council

November
2022



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Introduction

Oneday were appointed by Conwy County Borough Council (CCBC) to conduct a review of the Llandudno Colonnade. Our objective was to identify uses for the Colonnades and produce designs to enhance the visitor experience, consulting with key stakeholders within the region and engaging the community and visitors to develop a clear direction with recommendations and ideas on how to transform the Colonnade into a key tourist attraction.

The project forms part of the wider **Llandudno Promenade Enhancements Project** funded by the UK Government's Community Renewal Fund.

Our agreed approach was as follows:

1. Engagement and consultation with key stakeholders to secure their buy in for this project and identify new uses for the Colonnade to enhance the visitor experience.
2. Review the current space and re-imagine it to identify how it can be transformed into a key tourist attraction for the town
3. Carry out an options appraisal with industry professionals & organisations; community groups, as well as internal and external stakeholders to determine:
 - Evidence of need
 - Optimum mix of facilities
 - Budget required to realise idea
4. Background and desk research into similar places and models
5. Produce a feasibility report on the new uses identified for the Colonnades including design work to demonstrate how the space can be used and recommendations for the Colonnades including the viability of each element

This report also seeks to align its recommendations with the Economic Growth Strategy, Creu Conwy Culture Strategy and the new Llandudno 10 Year Regeneration Plan.

The Colonnade is a key feature of the town and provides an important link to Happy Valley and the Great Orme. However its condition and usage levels have deteriorated significantly. This report seeks to identify and make recommendations to address the sites challenges including seeking consensus on new uses and the infrastructure, resources and budget required to increase its use.

The project identified issues and opportunities with the site and our recommendations are split into; **getting the basics right** and making the current offer clean, safe and secure. It then explores options to add value and make wider interventions based on the current condition of the Colonnade and need for significant repair and restoration.

Our recommendations are based on the following observations and themes that impact the animation and use of all the space currently:

Aesthetics: the site is currently in a neglected condition with rusting metalworks, overgrown pathways and damage to the stone and concrete structure. In addition the entry and exit points are not clearly visible and there is no sense of arrival when reaching the destinations at either end of the Colonnade (Happy Valley, Pier, Promenade).

Management & Governance: the site looks and feels unmanaged and unwelcoming due to overgrown foliage, lack of signage, poor lighting and decaying infrastructure.

Activation: opportunity to introduce animation or other enlivenment activity, with a clear means to book/use the space.

Commercialisation & Trading: the Colonnade is bookended by commercial sites but there is currently no commercial activity on site. The former toilet block is closed and could be reopened or repurposed to accommodate new uses.

Meeting Places and Public Spaces: although the space has benches at regular intervals they are in need of repair and the condition of the area makes them unwelcoming despite the views over the Llandudno Bay. There are also few opportunities for people to interact and play within the space which could become a key feature of the town's offer.

Movement and Connectivity: improvement of signage, wayfinding and connectivity was raised consistently during consultations. Examples given ranged from directional signage, entrance points congested with parked cars, thin pavements and stepped access and a clear sense of arrival to the popular sites at either end of the Colonnade.

Vision, Identity and Purpose: stakeholders were in agreement that the space should be better utilised and that it is a route between important visitor locations so the overall offer either end needs to be considered when looking at increasing the use of the Colonnade. There was not a shortage of ideas but the space needs to be actively managed to enable them.

The Colonnade is unique to Llandudno and its quirky construction set into the rock face and leading up to Happy Valley and the Great Orme from the Pier. The opportunities to improve the usability and animation of the space presents a clear opportunity to align with the Creu Conwy Culture Strategy and its core themes of **Adventurous, Playful and Connected** whilst securing the future of this important asset.

Context

Llandudno is a unique town in Wales and that is one of the many reasons the County attracts approximately 9m visitors per year (pre-Covid), generating almost £1bn in tourism income per annum. Llandudno contributes 3m visitors and over £350m to the regional economy. With a population of 20,000, over the years, Llandudno has developed a very attractive offer to visitors and residents. This has created a number of diverse leisure activities, ranging from its promenade, the Great Orme, the pier and many other attractions. All of these attractions are supported by its food and drink, leisure and hotel offering, which has maintained Llandudno as a premier attraction in Conwy and North Wales.

The Colonnade was opened in 1932 by Mostyn Estates and extends for 170m to create a covered walkway that acts as a gateway to Happy Valley and the Great Orme. The Great Orme has been extremely important for tourism and recreation since early Victorian times, and receives an extremely high level of recreational use. Visitor numbers have exceeded 600,000 annually to attractions including: the dry ski slope, toboggan run and cable car, tram, ancient mine and Country Park. The Colonnade is therefore a key part of a visitors journey to these sites and impacts on their overall experience and impression of the town.

CCBC has recognised the need to further develop Llandudno’s leisure offer, through the investigation of identifying opportunities for a more comprehensive programme of events. With the impact of Covid-19 and aligned with its Corporate Plan, Economic Growth Strategy and the recently approved Culture Strategy.

As part of this plan Community Renewal Funding was secured for the wider Llandudno Promenade Improvements Project that this report forms part of. The aim is to use the funding to replace decaying infrastructure with new designs which will help to attract visitors by giving them a quality experience. Use of solar power through design and build will provide a range of opportunities to inform and attract people to the site, which encourages visitor spend and supports the local economy. In addition to the Colonnade upgrades the wider project will design replacement shelters for the promenade in order to provide innovative new services to visitors and the local community of Llandudno.

**Llandudno: 3m
Annual Visitors
(£350m Economic
Impact)**

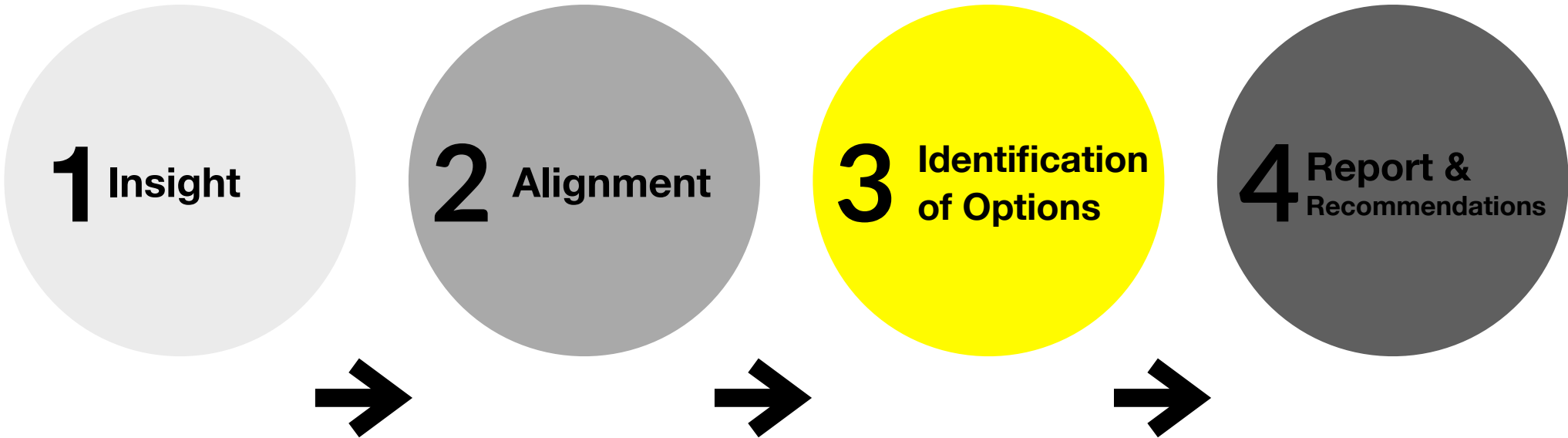
£1bn
**Value of tourism to
Conwy County**

Great Orme
600k visitors a year
20k to ski centre
**150k to Great Orme
Tramway and mines**

What We Did

To meet the requirements of the project we carried out a four-stage process which included:

1. During Stage 1 we identified the key local stakeholders and consumers to build a full picture of where we are now and gathered the data to understand the current offer. This included site familiarisation, asset, customer and stakeholder mapping, review of the current plans and strategies, as well as benchmarking against other relevant locations.
2. We carried out a detailed site assessment to audit the Colonnade and its linkages to the wider Llandudno offer drawing from Stage 1 Insight phase. We engaged with the stakeholders, businesses, organisations, visitors and communities who use the space. From this we identified the challenges and opportunities for the site and potential new uses. This engagement consisted of online and offline stakeholder meetings, a workshop and a significant online survey campaign which received over 400 responses.
3. Potential interventions were identified and new uses for the Colonnade that we then assessed against the following criteria to asses their viability. Drawings and costings were also produced to support these findings.
 - Concept
 - Future Operation
 - Economic and Social Impact
 - Team and Partnerships
 - Timescales
 - Finance
 - Marketing Plan
 - Legal and Governance
4. The report maps and identifies the key priorities that would improve the Colonnade, and its usability.



The Oneday Team consisted of the following:

- Chloe Purcell** - has a background in architecture and the stakeholder and community engagement required to shape and visualise a vision and concept around the strengths and needs of a place.
- Matt Roche** - over 20 years experience in developing customer and user led strategies, across multiple sectors including: retail, transport, sports and financial services.
- Matt Bell** - experience has been gained within the retail, commercial and property sectors specialising in the creation of commercialisation and placemaking concepts and strategies.
- John Anderson** - experienced in Community Communications & Engagement - working in partnership and stakeholder environments and managing teams tasked with delivering communication led objectives.
- Jan Kattein Architects** - London Based Architects practice, who embrace an open, interactive design process that responds positively to the needs and aspirations of the people they work with.

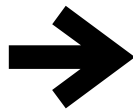
INSIGHT

What People are Saying - Summary



What are the Key Challenges? Summary of observations from the extensive research include:

- Needs a deep clean and repairs
- More seating
- Poor lighting
- Does not feel welcoming
- No reason to visit
- Hidden - especially at the entrance near Pier
- Lost amongst other parts of the town
- Anti-social behaviour during evenings



Highlight any particular issues and provide as much detail as possible....

- **Cleanliness:** feedback highlighted the site is dirty and in real need of a deep clean
- **Seating:** existing benches are in need of repairs and there are many suggestions to include more seating
- **Lighting:** existing lighting is poor or in need of repair
- **Purpose:** whilst respondents recognise how impressive the Colonnade is, there is no reason or purpose to visit, especially when there are numerous other sites and attractions throughout the town



Other General Feedback....

Generally the feedback was fairly consistent throughout the research, mainly about its current condition and appearance.

There is a general optimism, along with many good ideas and examples of what could be done with the Colonnades. It was suggested that any plans to improve the Colonnades should be innovative in order to attract further tourism to the area.

On the whole, the feedback when asked for suggestions to improve the Colonnades was positive, with some key outputs consistent. Headlines are:

- **Art installations, celebrating local artists**
- **Local history information**
- **Floral displays**
- **Pop-up retail**
- **Food & drink**
- **Hub for events**
- **Activities for all, including residents, visitors and families**

Overall, the theme and the wishes were to create an innovative and attractive place that everyone can enjoy.

Stakeholder Consultation

Background

In addition to the online survey, our team met with a number of stakeholders. In total, we had 12 conversations with key stakeholders including a workshop session with councillors and key business owners and operators.

It was evident from our meetings that there is a genuine interest and enthusiasm in exploring a range of ideas that will enhance the Colonnade position as part of Llandudno's tourism offer.

Emerging from these meetings was a general consensus on several key issues e.g. ensuring the location is safe, clean and tidy, as well as potential to do something truly unique with the Colonnade. What that "something" is could range from artisan markets to artistic lighting, a historic trail, or simply a more attractive walkway up to Happy Valley. There was general agreement that for any of the ideas to come to fruition, new investment and funding will be required.

Below is a combination of direct quotes and comments from the meetings and conversations we conducted:

- 'A forgotten Gem'***
- 'Need to create a reason to go there'***
- 'Creating a consistent offer - family orientated that brings together all the elements e.g. Happy Valley, cable car, etc'***
- 'Get the basics right - clear safe, secure and well lit'***

The feedback from the consultations is very much in line with the feedback from the wider surveys conducted. Those consulted recognised there are essential requirements in terms of restoring the Colonnade to a good standard through repairs, improved lighting and cleanliness.

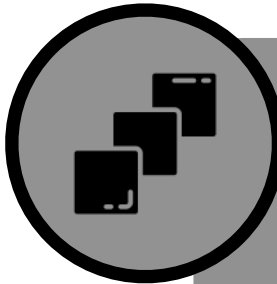
Those who were consulted recognised the opportunity that the Colonnade could realise as the extension to the town and its natural link to the Great Orme and its attractions. However, it was also recognised that there would need to be some significant investment, to not only repair and refurbish, but to further develop the Colonnade into something aligned with the strategic plans and suggested uses.



Alignment with Wider Strategies and Plans

Perfectly Placed for Business and Growth: Conwy County's Economic Growth Strategy 2017 to 2027

The strategy seeks to ensure that people in Conwy live in a prosperous economy. Llandudno's Colonnade can align with this strategy and support the achievement of its aims as follows:



Themes

- **Employment, skills and apprenticeships:** key visitor destinations like Llandudno can support the development of skills and jobs by creating new commercial income streams and outlets for talent and creativity.
- **Infrastructure that enables growth:** businesses want to set up in vibrant and animated places which could be created on the Colonnade but also by using it to better connect the Promenade and Happy Valley walking route.
- **Transformational tourism:** events and event spaces, as well as the recommendations of this report, are integral to the delivery of transformational tourism.
- **Making the Conwy Pound work harder:** event spaces offer opportunities for local people and businesses to capture and benefit from tourism spend.
- **Conwy dynamic leadership:** the actions from this report support closer working between sectors such as education and creative industries.
- **A confident, outward looking approach:** - Llandudno's Colonnade literally looks out over the town and bay. It is therefore the perfect location from which to showcase this approach either using it as a viewing platform or canvas for activity such as light shows and markets.



Ambitions

- **To create state-of-the art business premises** to support growth and attract new businesses the town's environment needs to support wellbeing and happiness and the Colonnade can contribute to this.
- **To establish a higher education presence in the county:** event spaces like the Colonnade can enhance links between students, practitioners and colleges with business, etc helping to attract higher education bodies through the opportunities created for students.
- **To develop the night time economy and a winter tourism offer across the county making Conwy a year round visitor destination:** spaces like the Colonnade are essential to this ambition by supporting the creation of spaces that are alive and vibrant at night. In addition, the opportunities identified within this report suggest the use of lighting within the spaces.
- **To facilitate the tidal lagoon and other renewable energy projects across the county:** Can Llandudno's Colonnade support this on a smaller scale through re-wilding and solar powered lighting?



Aims

- **£1billion economic value of tourism to the county:** the Colonnade is a key linkage between a number of the town's most visited tourism assets. Its improvement therefore will have a knock on effect on these. In addition the space can be used to help to deliver this aim by improving the visitor experience, and increasing return visits and dwell time, possibly via events. There is also an opportunity to attract new investors to the area which would contribute to this aim.
- **3,500 additional PAYE jobs within the county:** more events and commercialisation opportunities supports job creation.
- **Increase in the proportion of full-time jobs from 59% to 70%:** supporting year round tourism will reduce the seasonality of the town.
- **Increase average salary to 95% of the UK average and provide increased job opportunities:** increasing wages requires increased income which the Colonnade spaces can support by increasing tourism income and providing opportunities for local businesses.

Alignment with Wider Strategies and Plans

Creu Conwy Culture Strategy:

The Creu Conwy Culture Strategy seeks to position culture as the spark for economic growth, wellbeing and connection. The strategy is currently in the implementation process and includes three main work streams which the Llandudno events spaces should be incorporated into.

- 1. Creu Conwy - support from steering group and partners for activating and promoting the Colonnade and adjacent destinations. Llandudno to act as a pilot for other towns.
- 2. Cultural Venture Fund - potential funding for activation and infrastructure.
- 3. Launchpads - integrate the Colonnade into the overall plan and concept for Llandudno.



Adventurous

The Great Orme is all about adventure and the Colonnade can become part of an overall Orme offer that makes even the journey to the toboggan run or summit an adventure.



Playful

Introduce playful elements and encourage people to interact with the Colonnade and participate in activity. E.g. climbable sculptures and interactive elements.



Connected

Develop the Colonnade to connect people and places e.g. Happy Valley and the Promenade with the town centre. Promoting opportunities to explore the town and Orme area, and encouraging people to create events that bring people together to celebrate the town and its culture.



People

Develop the soft infrastructure to make it easier for people to use Llandudno's event spaces and support programmes to enable them to use them more.



Places

The Colonnade is a link between places and therefore important to both the Orme and the Promenade in helping to shape an overall offer. It is also a place in its own right which can be animated and used to create additional features and events.



Programme

Develop the Colonnade to support a year round programme of events and activity.

Alignment with Wider Strategies and Plans

Llandudno 10 Year Regeneration Plan

Llandudno’s 10 Year Regeneration Plan was finalised in August 2022. The core theme of the plan is **‘Good to Great’**. Although the Colonnade is currently in a very poor condition that couldn’t be described as good. However when looked at in its wider context as the key route between the Promenade and Happy Valley, providing views over the bay, etc it is clear that the Colonnade is an important component to making the Great Orme Area of the town great.

Its aims are to:

- Improve the visitor experience
- Enhance the quality of life for residents
- Increase spend and extend stay durations
- Support the development of an improved evening offer
- Create jobs and reposition tourism as a career of choice

The plan was funded via Welsh Government's Transforming Towns Fund and follows the Welsh Government's Town Centre First principle in order to identify funding opportunities that support the delivery of projects which predominantly benefit the town centre, whilst simultaneously supporting the town as a whole.

The Plan is split into 2 areas of strategic focus:

- Reinforce Existing Value - contributing to current success
- Layering Additional Value - for ongoing and future success

Its 5 Regen Principles and relevant links to the Colonnade are as follows: :

1. Maximise Existing: make the most of current assets including ‘unsung heroes’ like the Colonnade
2. Extra Llandudno: expand the experience for residents, visitors and businesses by developing an evening offer and year round activity. Interventions proposed include; street food markets, an outdoor theatre at Happy Valley, updating the cable car station and launching an Orme urban sports festival
3. Elevate Quality: create a new baseline of enhanced quality to generate more demand and value for residents. Interventions include the identification of potential sites for motorhome users and partnering with hospitality establishments in Champery for skills shares and exchanges.
4. Culture Led: capitalise on richness of local culture through better and more family orientated events, and making the most of the Great Orme inc a new Great Orme Festival
5. Change Agents: grow a network of relationships and platforms for local people and partners to collaborate and deliver plans for sites such as the Colonnade

Site Assessment

The following table summarises the key points noted during our site assessment visits. The Colonnade consists of 5 main sections intersected at regular intervals by staircases to an upper level with concrete floor along the full length (170m). The entrance at the start consists of a decommissioned public toilet and ends at the entrance to the Cable Car/and Happy Valley. Parisella’s cafe/ice cream unit, a playground and public toilets are located adjacent.

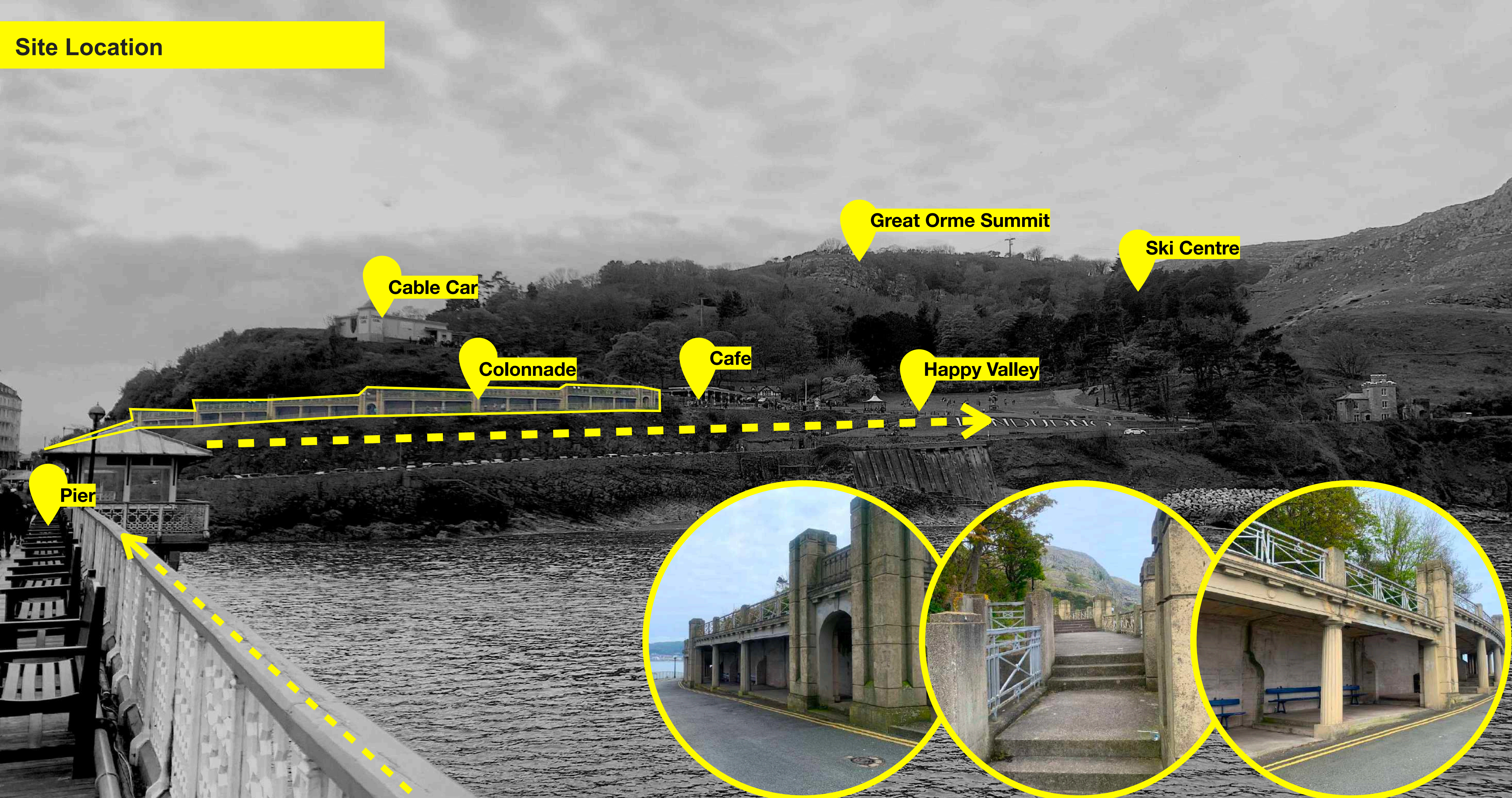
Theme	Challenge	Comments
Aesthetics	Visual Appearance	<p>The Colonnade appears scruffy and poorly maintained. Key issues noted were:</p> <ul style="list-style-type: none">• Stair banisters and ironwork rotten• Concrete structure appears solid but generally very dirty with evident water ingress at multiple locations.• Foliage next to pathway on upper floor overgrown and unkept• Benches and bins require refurbishment/replacement• Damage to stonework <p>In addition the development site opposite the Colonnade entrance and the poor condition of the Grand Hotel. There’s an opportunity for partnership working to ensure that the development site and restoration of the Colonnade jointly contribute the town’s tourism offer.</p>
	Lighting	Lighting not operational and requires full replacement
Management and Governance	Poorly Maintained	The site looks and feels unmanaged and unwelcoming due to overgrown foliage, lack of signage, poor lighting and decaying infrastructure
Activation	Animation	<p>No signs of activation or animation. An online search confirms markets and events have been held in the past. Notice boards and maps at start and end detailing wider activity in town centre, Promenade and Happy Valley.</p> <p>1 poster frame observed containing advert for open air church service at top of Orme</p>
	Usable Spaces	<ul style="list-style-type: none">• Upper/lower levels offer opportunity for sculpture park, etc and ‘Highline’ style activity e.g. urban farming and rewilding etc• Walled areas not utilised• Colonnade also acts as a sheltered viewpoint for events in bay e.g. fireworks
Commercialisation and Trading	Food & Drink	Pier and Promenade offer at base, Parisellas Cafe at the Happy Valley end and Cafe at top of Great Orme, along with the ski slope
	Markets and Other	None planned or operated. Have been done in past as part of Llawn Festival
	Vacant Spaces	Closed public toilets at base and 2 closed units/shelters in Happy Valley which could be restored
Meeting Places and Public Spaces	Seating and Meeting	<ul style="list-style-type: none">• Benches - on upper and lower levels and in average condition. Leaks and broken glass, etc make them undesirable to sit on• Closed public toilets at bottom - has flat roof and also closed section of upper roof path so could be a cafe terrace• Key public spaces at start and end• Upper level not essential for movement of people and therefore could be repurposed
Movement and Connectivity	Accessibility	<p>Steep and stepped on both levels which restricts accessibility however there is a flat path on the opposite side of the road.</p> <p>Tight pavements and busy parking conceal and restrict access at base</p>
	Signage and Wayfinding	<p>Poor visibility or instruction as to where the route heads at top and bottom - where does it lead?</p> <p>Limited sense of arrival at base and summit</p> <p>Notice boards at base and summit for wider attractions</p>
Vision, Identity and Purpose	Purpose	<ul style="list-style-type: none">• Purpose currently is a path/place to sit - more could definitely be made to turn the Colonnade into a feature in itself• This is a route between 2 places - Promenade and Happy Valley/Orme therefore these bookends need to be considered in the context of this project. <p>Happy Valley is under-utilised and the playground for example hidden and small</p>
	Undervalued - It is unique to Llandudno	The Colonnade is fun and different - a lot more could be made of it. Especially for children and families.

CURRENT CONTEXT

Site Location Plan



Site Location



Site Challenges and Opportunities

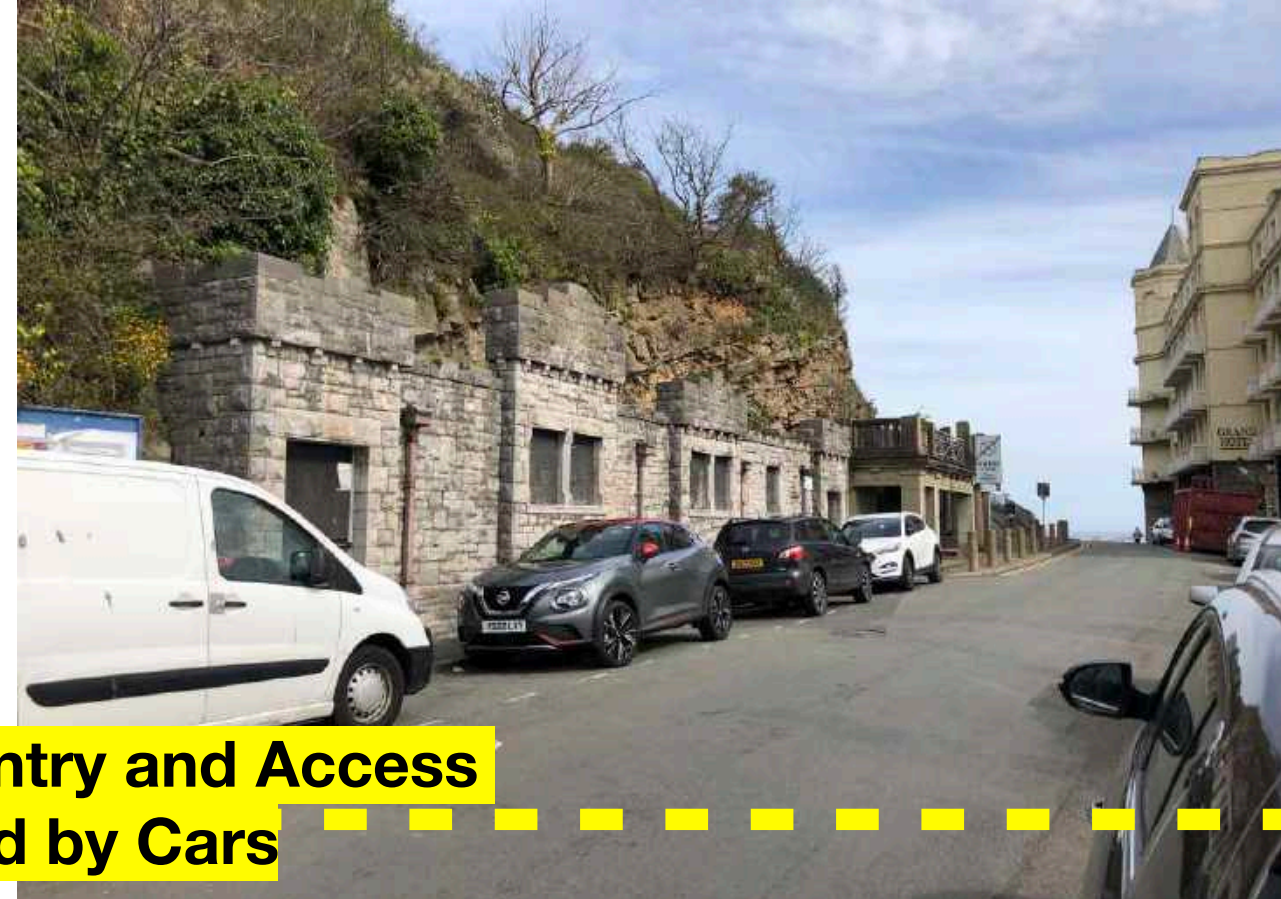
Challenges

As picked up during the consultation process, there are a number of challenges with the site that need addressing. These challenges include:

- Hidden entry point
- Access restricted by cars
- No sense of arrival
- Poor connectivity
- Overgrown
- Leaks
- Poor/Damaged lighting
- Poor access
- General disrepair



Hidden Entry and Access Restricted by Cars



No Sense of Arrival

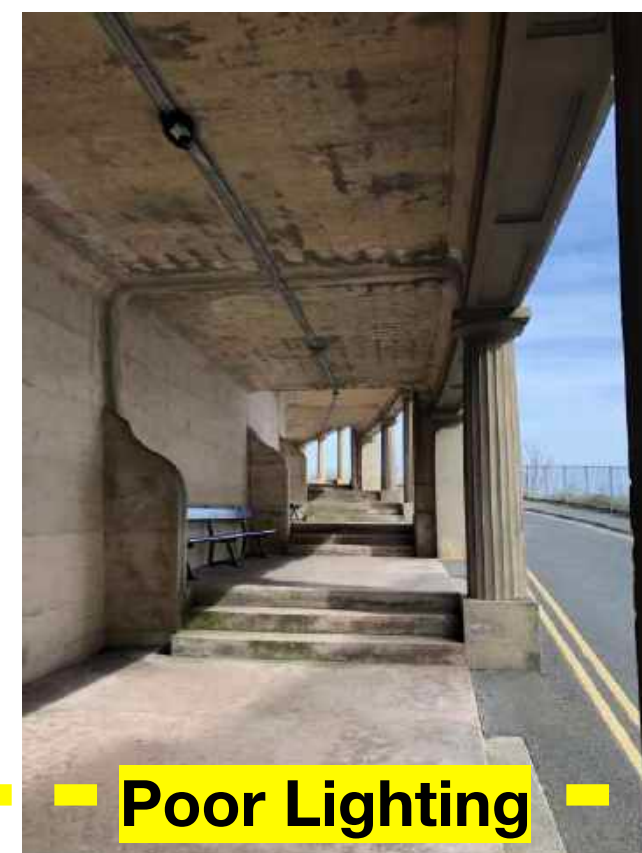
Poor Connectivity



Overgrown



Leaks



Poor Lighting



Poor Access



Disrepair



Great views from and to the beach



Opportunities

There is so much potential with the site. It is in a prime location, which can be seen from across Llandudno with wonderful views out.

It forms part of a journey up the Great Orme.

OPPORTUNITIES & IDEAS



Light Installations

Light installations are an excellent way of injecting colour and excitement, without making permanent alterations to the structure. The fun nature of the lighting will attract people of all ages, especially families, and allow them to feel safer in the environment.



Artwork

There could be an opportunity to involve local artists in the renovation, either through the introduction of painted murals or sculpture. A competition could be held to design the artwork for the Colonnade, again for local artists to enter or even local schools. This will help to create a real buzz.



3D Projection Mapping

Projection mapping has become very popular over the years due to the creative way it brings buildings and structures alive. When the 3D mapping is partnered with music, the outcome can be something quite spectacular, and has the ability to draw a crowd making it perfect for events. As the Colonnade can be seen from across Llandudno, other sites can play host.



Lighting

Replacing the lighting on the site will drastically improve people's perception of safety. There can be a verity of lighting types, using both uprights and down lights which will make the most of the Colonnade's features.

Playful



Play

The site lends itself to some sort of adventure playground, due to it's typography and the Colonnade having different levels.

There is the opportunity to introduce equipment such as slides, fireman's poles and climbing frames.

This was a very popular option given by children during the street surveys.



Activities & Adventure

A large number of people suggested having some form of activity available at the Colonnade. Some examples include:

- Crazy Golf
- Rock Climbing
- Zip Line
- Obstacle Course
- Parcour Apparatus



Games

The introduction of games would be a great way to attract both young people and families, and allow them to spend time at the Colonnade rather than simply walk past.

These games could be painted directly onto the structure or they could be free standing items.

Competitions and gaming events could be set up to attract visitors.



Connected - Walkway

Creating a Pleasant Space

The site will always be used as a route from A to B, and so it is important that this route is made as pleasant as possible. This was a recurring theme within the feedback.

This could be done through the use of planting. By including shrubs, flowers and trees it will also help to improve the well-being of visitors by allowing them to be immersed in a natural and calming environment.



Infrastructure

The existing infrastructure is in disrepair and needs replacing. Offering a comfortable place to sit and take in the view will allow visitors to stay and spend a longer period of time at the Colonnade and create a more pleasant experience.



Sensory

Creating a space that is accessible to everyone and explores all of one's senses will make the Colonnade an inclusive experience for all visitors. It would be interesting to explore the uses of different colours, smells, textures and sounds.

Musical Playscape

Linking to the Victorian Pleasure Gardens, there is the option to introduce musical instruments into the gardens.

The instruments would entertain young families and could be designed in such a way that they are pieces of art and sculptures in their own right.

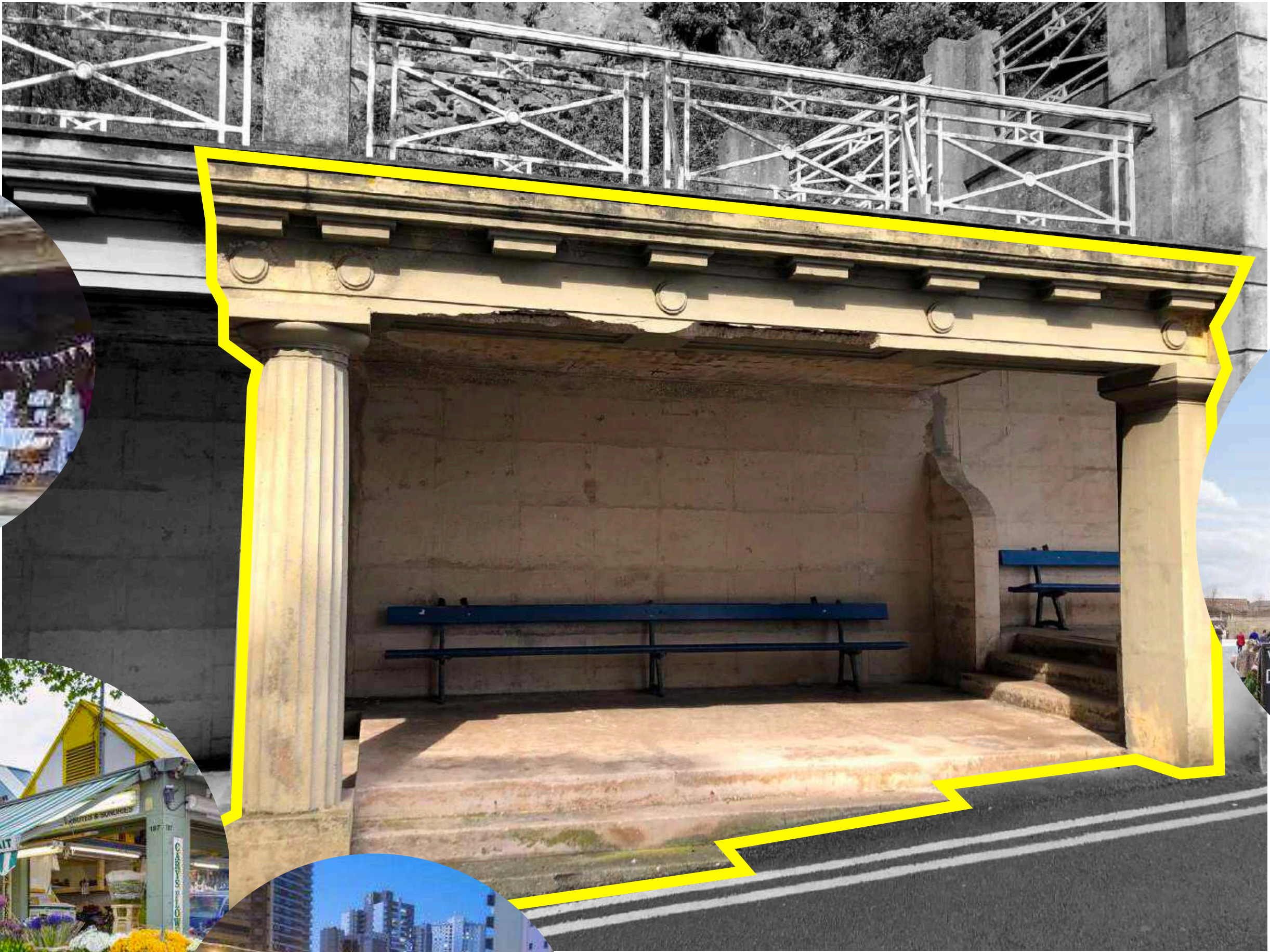


Markets



Markets

The Colonnade has already shown that it can successfully hold markets within the space, and attract visitors by doing so.



Infrastructure

The form of the Colonnade provides the basis of the market, the area between each column is perfect to house a stall and the structure will provide shelter for stall holders.



Local Suppliers

Hosting a market is a great way to showcase local produce, suppliers and craftsmanship.



Night Time Economy

By providing an evening market, a visitors day in Llandudno will be extended and this may encourage them to stay overnight, visit restaurants and/or bars in town, thus contributing further to the local economy.





The following visuals demonstrate the Colonnade's potential, by bringing together the 4 themes taken from the survey feedback, highlighted previously.

Key Features



Introduced moments for Victorian parlour games, such as shuffleboard, to appeal to a young adult crowd. This will also create an element of fun, as well as giving visitors a reason to stay.



It is important to relate to the context and history of the Colonnade, which lead us to consider the Victorian 'Pleasure Gardens' a space traditionally about the 'Show' ie. music and galleries.

With this in mind we have drawn up a 'Musical Playscape' route. Introducing instruments will allow visitors to pause and interact.



The Colonnade playing host to weekend and evening markets was something that was widely suggested. Temporary infrastructure could be used. This will generate income and help add to the nighttime economy.



Night Time Visual

This visual shows the opportunity for the Colonnade to support Llandudno's Night Time Economy, by introducing evening markets featuring local food and drink. It also shows how lighting, illuminations and projections could be incorporated.

ENCOURAGING USE

People - Target Audience

The Regeneration Plan highlights that the population estimates for Conwy County Borough show a large gap in the age structure between the ages of 18 to 40, and the the borough is to provide more activities to attract families, older children, couples, adventurous older (the older generation who enjoy trying new things and exploring the natural enviroment). It is important to consider this when identifying new uses for the Colonnade.


Older Children

A circular image showing two young people wearing helmets and harnesses, ziplining over a river. They are both smiling and looking towards the camera.


Adventurous Older

A circular image showing two older women wearing raincoats (one green, one orange) and giving a thumbs up. They are both smiling and looking towards the camera.

Families

A circular image showing a family of four (a man, a woman, and two children) running on a beach. They are all smiling and looking towards the camera.

Couples

A circular image showing a young couple walking on a pier. The woman is wearing a pink jacket and the man is wearing a black jacket. They are both smiling and looking towards the camera.

People - Target Audience

The Colonnade can provide a diverse offer to suit a range of people, from visitors to residents and local businesses.

When developing a detailed plan, visitors, residents and local businesses can all benefit from an improved offer at the Colonnade. Whether it is by improving its overall look and feel with restoration work, or creating events and activities for local residents and businesses, each of these key segments can benefit from the redevelopment of the Colonnade.



Visitors:
Using the Colonnade to give people more reasons to visit and to return



Residents:
Creating a place that adds value to those that live here

Local Business:
Creating more opportunities for businesses to showcase and promote their products and services



People - Active Management

Management and Operation

The Great Orme is visited by 600,000 people a year but the site's assets including the Colonnade are under separate management and ownership. The area would benefit from an overarching operational structure to manage, market and develop the Orme as an overall offer and ensure a consistent offer and experience. This could be achieved as follows through a partnership structure that oversees the following: ;

- **Resourcing: People and Financial**
- **Marketing and Comms**
- **Activation and Enlivenment**
- **Commercialisation**
- **Signage and Wayfinding**
- **Performance and Data Collection**
- **Delivery of Projects**
- **Stakeholder Comms**
- **Operations and Management**
- **Transport and Connectivity**



Place - Layering the Offer

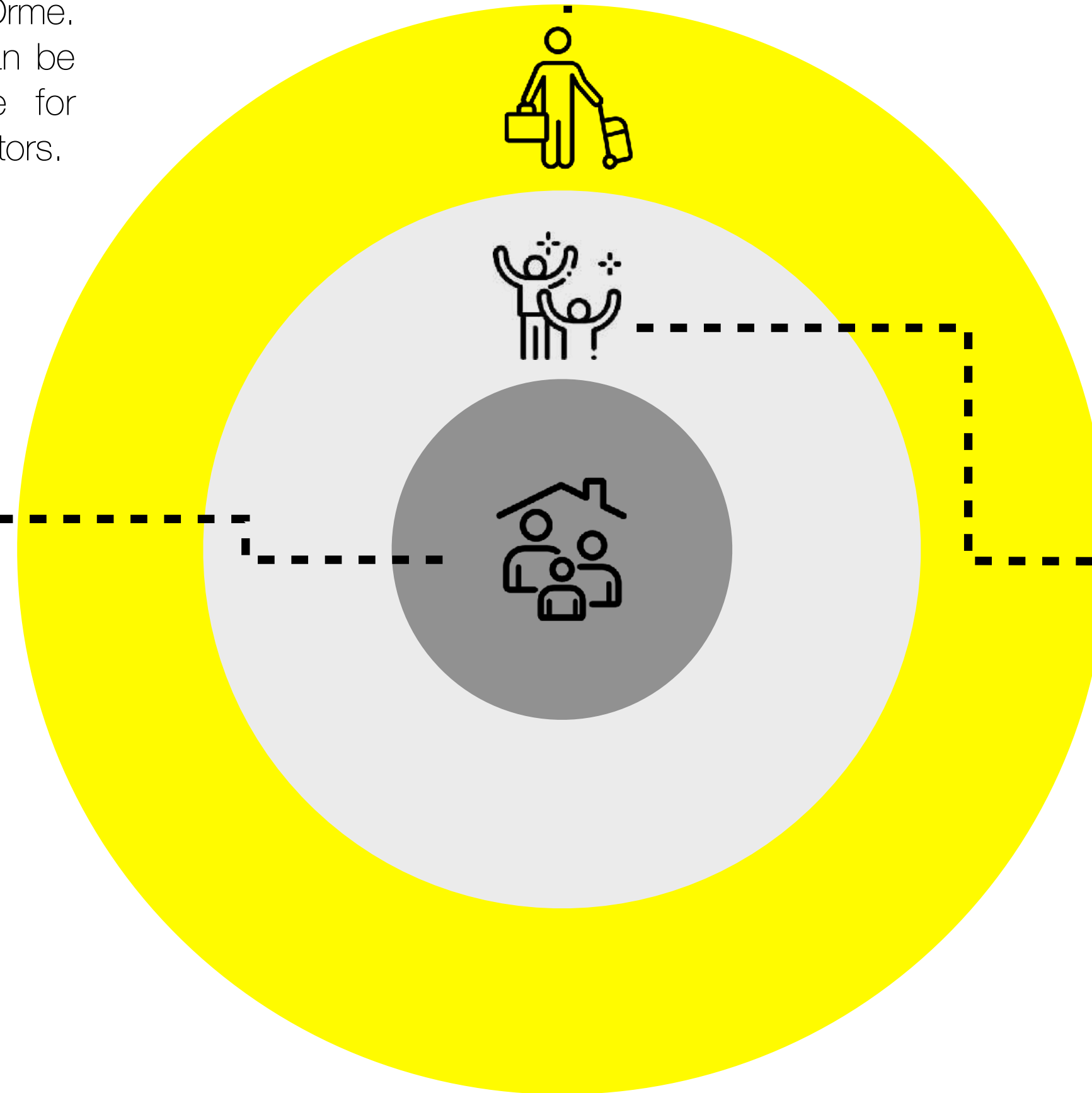
At present, the Colonnade acts as little other than a walkway between the Promenade to Happy Valley and the Great Orme. By actively managing and programming the space it can be developed to enhance the Llandudno experience for everyone from locals walking their dog to international visitors.



Everyday Life:

Meeting the basic needs for residents such as:

- Exercise and wellbeing uses e.g. a simple and enjoyable walk
- Family entertainment
- Children - a decent playground at top
- Opportunities to interact with the space and play
- Place to meet and chat



Attracting Visitors:



Creating a destination for visitors by:

- Shaping the Colonnade into a unique attraction
- Reasons to visit e.g. markets and events
- Making it accessible and 'worth the trip'
- Contributing to improving the offer (Prom/Pier/Orme/Happy Valley)

Celebrating Culture:



Celebrating the local history and culture more often:

- Unique and independent events
- Local food and drink on sale
- Potential to add/enhance café and restaurant offer
- Introduce cultural offer and programme

Place - Creating an Orme Offer

There is the opportunity within this area of Llandudno to develop an “Orme Offer”. This area has an abundance of the right assets to do this.

The link between the assets needs improving - this can be done through signage but also coordination and collaboration between operators.

Within some of the assets there is room for modernisations.




The Captain’s Table

The Orme Summit


Summit Cafeteria


Parisella Cafeteria

Alpine Bar & Kitchen (Ski Slope)



Visitor Centre





There are a number of food and beverage outlets, some of which are in need of modernisation.

A consistency needs to be maintained with opening times across all operators, so that people know they can get refreshments after taking part in an activity.

There is also an opportunity to modernise the visitor centre and provide an excellent gift shop, which could sell items from local suppliers.



The Colonnade takes people from the Promenade, through to Happy Valley and the Great Orme, therefore it acts as an arrival point which sets the tone for what's to come.



Happy Valley is a beautiful park with stunning views and an abundance of potential but is currently under utilised. With some management, there is the opportunity to build up a programme of events and allow business to collaborate.

There is the opportunity to have an excellent play area, which is unique and innovative. This could be an attraction in itself and give families another reason to visit.



There is the opportunity to Gamify the site. Creating something fun that all the family can join in with, create an excitement and buzz for the surrounding area, and draw people in to experience it.

- There are various ways to Gamify the site:
- Creating a fun journey
- How quickly can you run the journey
- Different routes for different generations e.g. grandparents take the cable car - red run, green run, black run.
- A trail e.g. characters or objects to find across the site
- Soapbox run
- Ninja warrior/Assalt Course

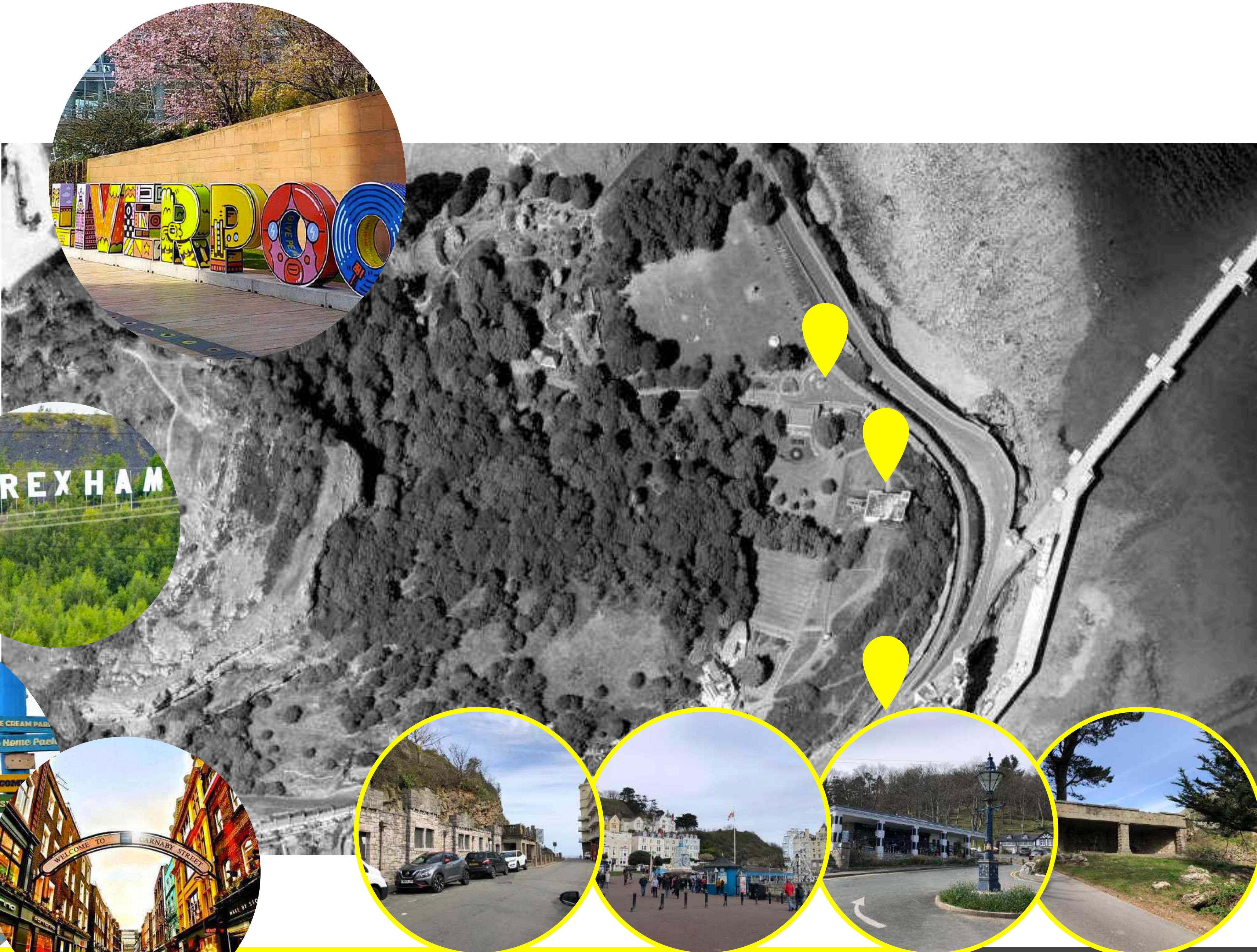


Place - Arrival and Destination Points

Having an arrival point is important for a place, the goal of this moment is to impress arriving visitors from the beginning. This sense of arrival is critical as it sets the tone for the rest of their experience. Done well and visitors will feel excited by their visit.

If you have been conditioned by your sense of arrival to have a good time, then you are more likely to stay longer and spend more, than someone who has been conditioned for a not so pleasant experience. A positive sense of arrival also reinforces a desire to return.

Currently there is no sense of arrival to the Colonnade as the view of the entrance is blocked by parked cars. Similarly when arriving at Happy Valley, the arrival point needs improving, you are met by a roundabout and a cluttered notice board. Improving the signage is just one way that the arrival and destination points could be significantly improved.



Place - Night Time Economy

Fundamental to linking the Great Orme, Promenade, Pier and Happy Valley, will be a coordinated and strategic evening offer. The need to improve Llandudno's evening offer is recognised and featured as an objective in all CCBC's main strategies and the Colonnade can help achieve these.

A successful evening economy is relatively simple and requires the following 4 elements:

- 1

Create a Safe and Clean environment

Feeling unsafe, insufficient lighting and a lack of things to do are seen to be the top barriers to participation in the Night Time Economy (NTE). To succeed in changing perceptions these need to be addressed.

Make it Attractive and visually appealing

A visually appealing place, especially one that is unique, can be a powerful draw to the town centre. Even small initiatives to enhance the environment can deliver this. For example, introducing lighting within the town that highlights and celebrates the local architecture, or schemes to transform the squares into pleasant public areas.
- 2

Ensure it is inclusive and attract a diverse crowd

Inter-generational mixing is key to creating a lively, relaxed atmosphere. To create the environment where this can happen, it is important to strike a balance between a drinking and non-drinking focus.
- 3

Deliver an offer that is unique, exciting and vibrant

The NTE should be about showcasing the character and soul of Llandudno. This will make it a draw not only for tourists, but also for locals, who will be able to consistently find new and exciting things to do in their town.
- 4

It can be extremely challenging with a wide range of stakeholders often holding conflicting views and needs. Balancing the needs of retail, leisure and residential users can be achieved but requires careful planning and open consultation to achieve the right balance.

Creating a Night-time Steering Group can often help achieve this balance and reduce any conflict. A steering group will build partnerships between the local businesses, communities and the council. It also provides an opportunity to share intelligence. Organisations involved with the night-time economy often collect their own data to feed into their plans. Sharing this increases the insight and the value it can bring and supports a coherent strategy.

The Colonnade is currently a place where anti-social behaviour occurs during the evening but also increasingly a place where young people go to meet and enjoy the sunset over the bay. We see this area as having great potential, especially in helping to improve Llandudno's NTE. The Colonnade is located, within close proximity to the pier, the promenade and Mostyn Street, so by providing a night time offer and extending a visitors day in Llandudno into the evening, they are more likely to stay in the area for dinner in a local restaurant or drinks in a local bar. They will also be encouraged to stay over night, which will further contribute to increasing the economic benefit.

The area already has restaurants and bars so it's about enhancing and building upon what's already there, by encouraging existing businesses to stay open later. Introducing Pop Ups to the Colonnade, both for existing restaurants/bars within Llandudno and encouraging start-ups, will help to animate the area further.



Programme - Using the Colonnade as an Event Space

The Colonnade could be considered an events space and a canvas to animate. This approach would ensure that visitors see something different every time they visit and turn everyday into an event whether that be a day on holiday or popping into town to post a letter. This creative placemaking approach aligns with the Creu Conwy Culture strategy and the Council's plan to use culture as the driver for economic growth, wellbeing and connection.



Programme - Spaces That Make Everyday (and Night) an Event

Simple infrastructure such as pianos located on the street, plug and play stages, climbable or interactive sculptures, street performers can turn any space or the most mundane of trips into an event.

Developing and implementing a street performer programme can provided entertainment to areas, not only during the daytime but also at night. Providing vibrancy and animating areas during the evening can support the development of a successful and safe nighttime economy, which will in turn encourage tourism, boost the local economy and contribute to shaping places where people want to live.

Seaside Towns invented this sort of entertainment - when did we decide to stop having fun?



CONCLUSION & RECOMMENDATIONS

Conclusion

There are many ways to improve the Colonnade, aligning with the Creu Conwy Culture Strategy and its core themes of Adventurous, Playful and Connected, along with the Conwy Economic Strategy its objectives to create an all year round destination and improve the evening economy. An improved version of the Colonnade can add significant value to Llandudno's offer to improve everyday life, celebrate culture and attract visitors.

The Colonnade is a real hidden gem within Llandudno. With the many attractions and reasons to visit Llandudno, it is not a surprise that it has been overlooked, both in terms of managing and the upkeep of it. As the research and consultations have highlighted, as a minimum, the Colonnade needs investment for renovations. Feedback from the surveys highlight many common themes about the current condition of the Colonnade. The seating is poor and the structure is in need of repair and renovation.

Given its location, the Colonnade is a natural extension and a potential to provide a link from the town to the attractions leading up to the Great Orme. The research we undertook for this project included completing surveys with approximately 400 people, a combination of locals, business owners and visitors. In addition to the research, we consulted directly with a number of key stakeholders.

When reviewing the insight gained from the research, there are three key areas where CCBC and stakeholders, can focus on how to develop the Colonnade:

- 1. **Aesthetics:** Improve the overall look and feel of the site, through repairs, deep cleaning, improved seating, lighting and signage
- 2. **Management & Governance:** Develop a structure and focus on the ongoing management and development of the site
- 3. **Activation & animation:** Create a development plan to transform the Colonnade into a key part of Llandudno's breadth of attractions

The Colonnade has the capability to be something truly unique to Llandudno. The solutions can and will complement the overall offer and not compete with other attractions. But in order for this to happen, we need to begin by addressing the basics, it needs to be made clean, safe and secure. Due to the structure currently being in disrepair this will require some serious investment. However, once restored the Colonnade offers a fantastic opportunity to provide a number of innovative uses outlined in this report. This will enable CCBC to attract further funding to fully develop the site.

Improving the Colonnade will support the Llandudno 10 Year Regeneration Plan and help to achieve some of its Regen Principles:

- Maximise Existing
- Extra Llandudno
- Elevate Quality
- Culture Led
- Change Agents

As with any project of this nature, our findings and report takes into account, a combination of our experience, expertise and the rich insight gained from an extensive research programme, conducted through both surveys and consultations with key stakeholders.

In conclusion Llandudno is blessed with numerous attractions and reasons to visit and return time and again. The hidden gem that is the Colonnade, can add yet another attraction and unique offer to residents and visitors alike.

In Summary the key requirements and opportunities with regards to Llandudno’s event spaces are as follows:

Minimum Requirements

- Repair and refurbish in order to create a sense of place
- Improve basics such as lighting and cleanliness so the space can be developed further in future, offering a range of facilities which attract tourism and boost the local economy
- Repair and improve seating
- Improve signage and wayfinding
- Develop a proposition to tie it into a “Great Orme Offer”
- Ensure the Colonnades are structurally sound and safe for visitors

Opportunities for further development

- Animate and activate
- Actively manage
- Commercialise opportunities

Recommendations

- Get the basics right - clean, safe and secure
- Further and significant restoration required
- New uses e.g. markets, food and drink
- Improve entry and arrival points
- Create a sense of arrival to the Colonnade, Promenade and Happy Valley
- Improve signage and wayfinding
- Animation and enliven with art installations, performance and events
- Improve lighting to create a space which can be utilised for a range of different purposes to attract tourism and boost the local economy
- Support the development of an evening and wider Great Orme offer
- Add playful and fun elements
- Management and governance
- Improve accessibility

Action Plan

Theme	Challenge	Approach	Short Term Actions	Medium Term Actions
			Clean Safe Secure	Added Value and Wider Intervention
1. Aesthetics: Welcoming Visitors to the Colonnade and Helping the Great Orme Become a Destination				
a	Visual appearance and condition	Repair, maintain and restore the Colonnade	Deep clean and repair/stabilisation of current infrastructure	Cost full restoration and explore funding options
b	Lighting	Use light as a theme to animate the Colonnade and increase feeling of safety	Repair current lighting where possible and commission quotes for new lighting system/schemes	Deliver a longer term schedule of lighting improvements and infrastructure
2. Management and Governance				
a	Management and Maintenance Plan	Develop a partnership approach to co-ordinate the management, operation and promotion of the Colonnade and wider Orme offer	Review current management regime, explore partnership options and assess demand for a wider Orme partnership/approach	Develop wider Orme offer and destination management plan in line with recommendations of Llandudno Regeneration Plan
b	Develop and Overall Orme Offer			
3. Activation: Animating and Enlivening Llandudno				
a	Animation	Co-ordinating a plan to make the Colonnade more usable and promote increased activation. Support with co-ordinated trading offers (e.g. markets), promotion and programming (to include an annual feature event)	Create and implement a simple process, support structure and infrastructure to enable use by performers, smaller operators and community groups	Implement an events toolkit including processes, equipment and resources with a dedicated lead/contact
b	Create Useable Spaces			
4.Commercialisation and Trading				
a	Food and Drink	Food and Drink pop ups and markets would help to enliven the Colonnade and support development of an evening offer	Trial pop-up and night market food and drink offers	Assess potential of longer term regular food and drink, and market offers and associated management, resource and infrastructure requirements
b	Market and Trading	There is an opportunity to generate further income and footfall from markets and commercial activity	Trial pop-up and market offers	
c	Vacant and New Spaces	Create usable events, performance, viewing and trading spaces in/on/before/after the Colonnade	Identify potential spaces and infrastructure. Test market demand with pop-ups and market demand assessment	Develop potential new spaces and sites
5. Meeting Places and Public Spaces: Bringing the Colonnade to Life				
a	Seating and Meeting	Improved seating and layout would encourage use	Repair current infrastructure	Develop and deliver required infrastructure
c	Increasing play and interaction with spaces	Installing infrastructure to encourage visitors to play and interact with the Colonnade can enhance their experience	Challenge students, visitors and the community to design fun and interactive ideas and infrastructure (in line with Colwyn Bay Sculpture Trail approach)	Implement feasible and suitable ideas - to include a new playground at Happy Valley and visitor routes
6. Movement and Connectivity: Connecting People and Places				
a	Accessibility	Access to the Colonnade could be improved for those with accessibility issues - currently stepped access restricts usage	Identify options to create fully accessible access points to upper level at start and botton of Colonnade	Install infrastructure
b	Signage and wayfinding	Signage improvements and visitor 'routes' would encourage use and support wider Promenade/Orme offers	Trial short term interventions to signpost people to surrounding offers	Implement full signage and wayfinding scheme
7. Vision Identity and Purpose				
a	Identity and Purpose	Define the Colonnades role as a walkway and/or destination and its position as a key piece of the overall Orme offer	Create an identity and interpretation scheme for the Colonnade so people know what it is, its history and where it leads	Shape a new identity in line with Llandudno 10 Year Regeneration Plan and wider Orme offer
b	Valuing this 'Hidden Gem'	The Colonnade is fun and different, a lot more could be made of it. Especially for Children and families.	Create programme of events and activities to involve visitors, businesses and local community in development plans	Position the Colonnade as a key element of a trip to the town and Orme and create clear arrival points to and from Happy Valley/the Promenade
c	Welsh Language and Culture	The Colonnade represents an opportunity to celebrate and showcase the Welsh language and culture to visitors	Explore options for performance and display of Welsh cultural activity	Develop infrastructure and processes to support the promotion of Welsh language and events

APPENDIX

Appendix 1: Stakeholders

Appendix 2: Site Challenges and Opportunities



Appendix 3: Case Studies and Interventions



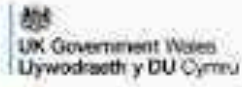
Breadth of Research

Our research was split into two elements - Stakeholder consultation and a wider survey to reach a broad section of audiences

In total, we actively consulted with 46 stakeholders through a variety of face to face meetings, virtual 1-2-1 and group sessions

We created a dedicated street survey and made the questionnaire available online. In total, the survey was completed by 425 people both during the street survey period and online





Llandudno Colonnade Survey


Mae'r prosiect hwn wedi'i ariannu gan Lywodraethu y DU drwy Gronfa Adfywio Cymunedol y DU.

This project is funded by the UK Government through the UK Community Renewal Fund

C1. Beth yw eich statws cyflogaeth? Q1. What is your employment status?

☐ Cyflogedig, Employed

☐ Di-waith, Unemployed

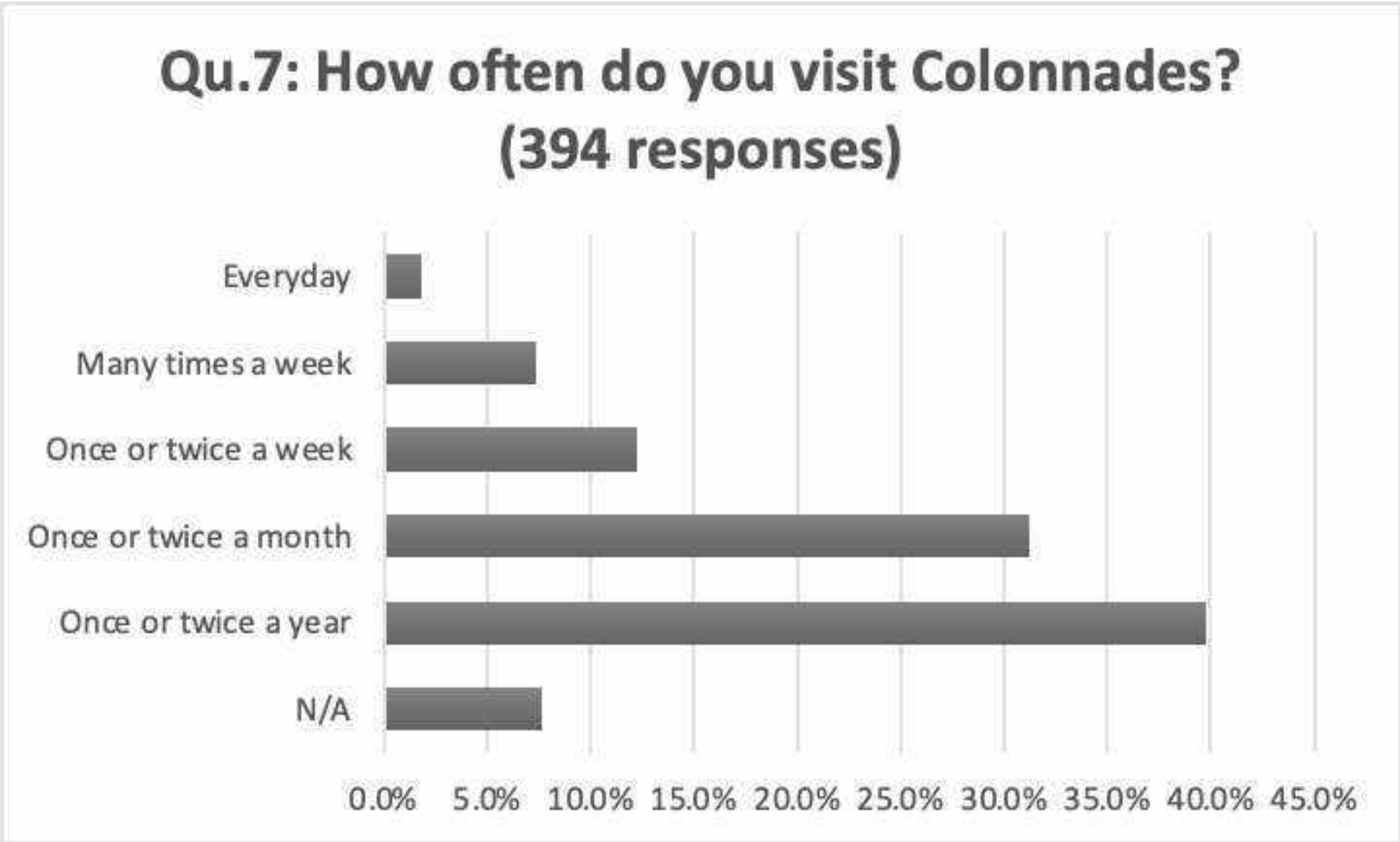
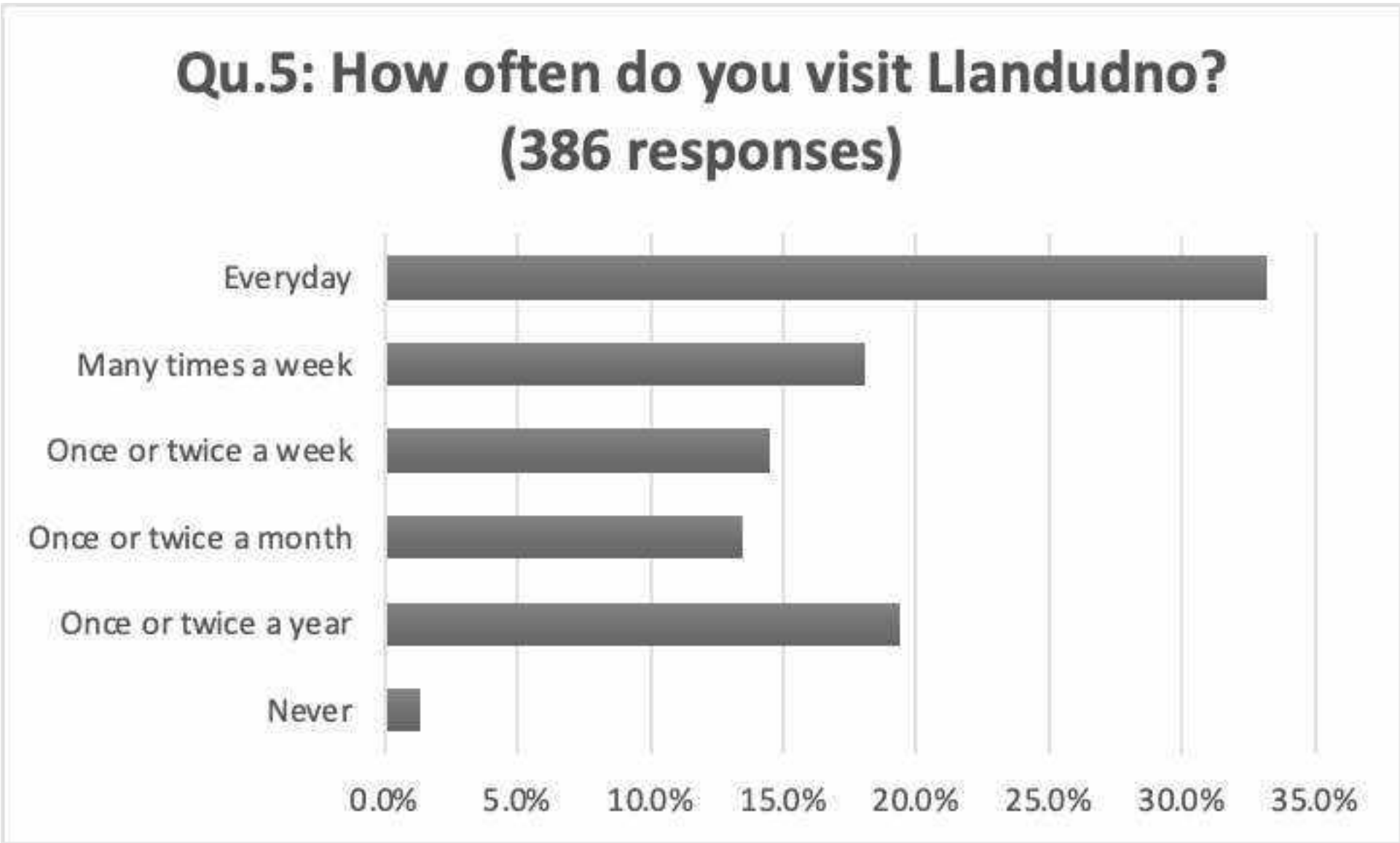
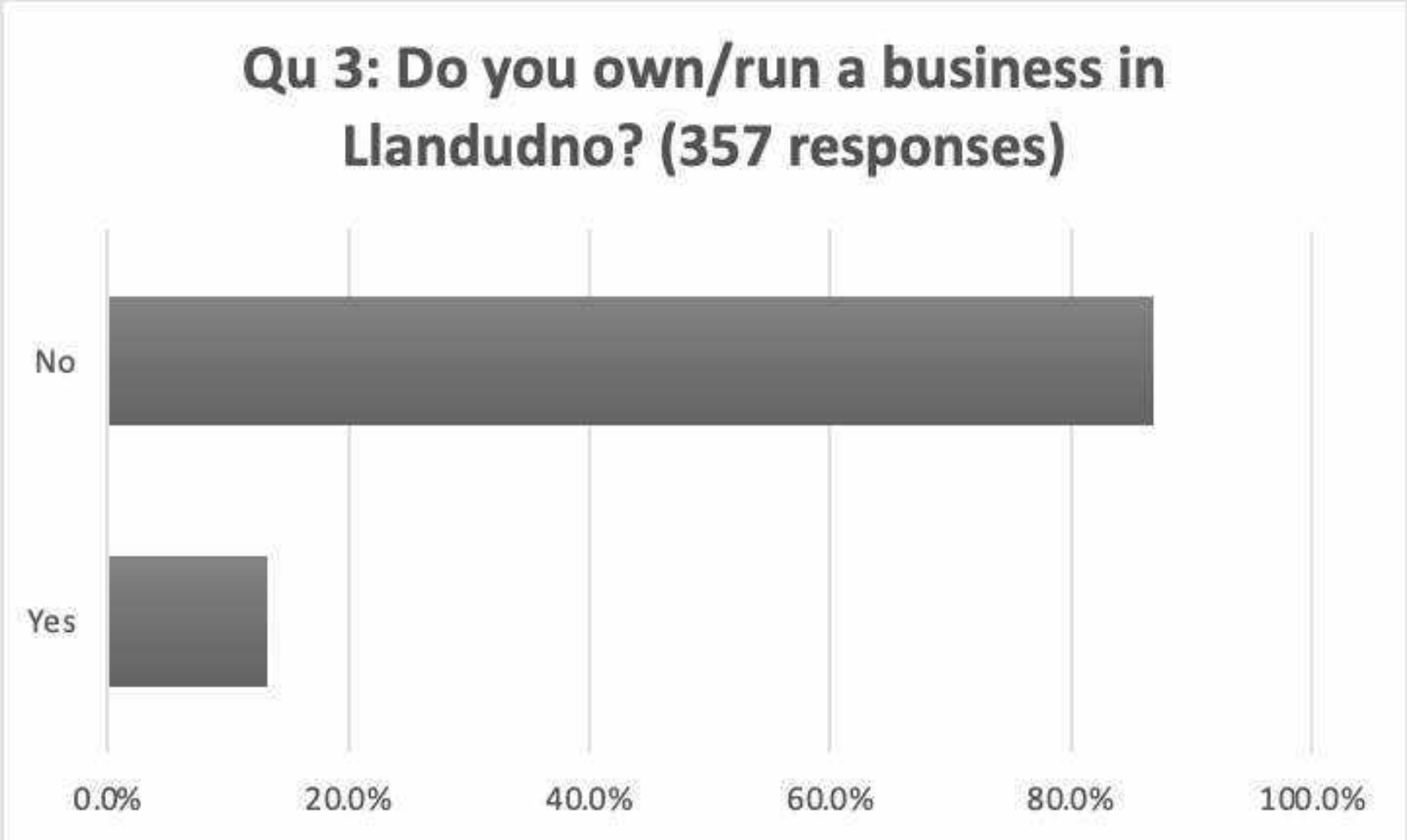
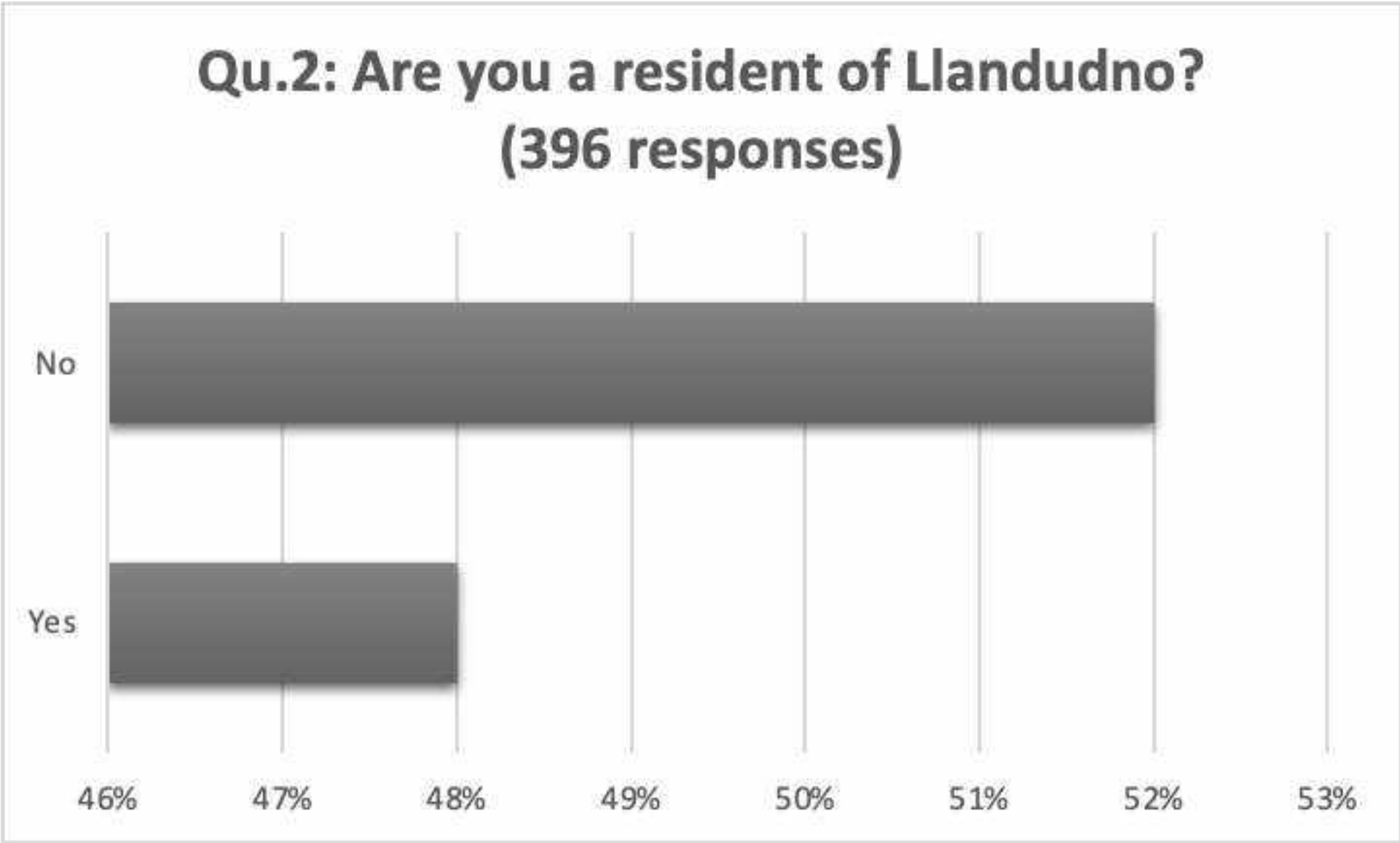


Appendix 1: Key Stakeholders

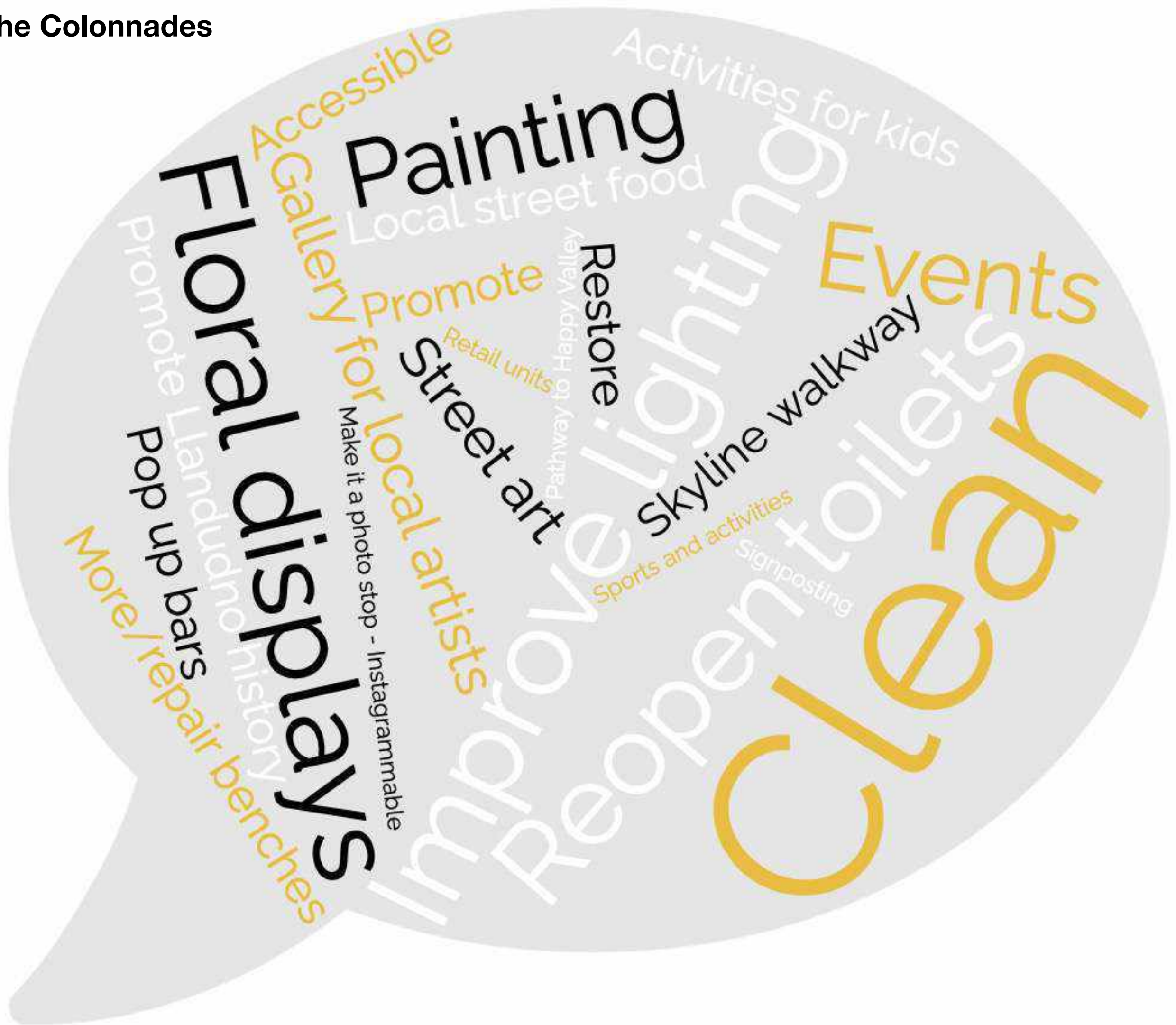
Face to face sessions were carried out with the stakeholders listed below between the 30th May 2022 and 5th October 2022.

Name	Organisation/Role
Steven Teale	Conwy County Borough Council – Facilities Manager
Helen Goddard	Conwy County Borough Council - Heritage and Culture Manager
Jane Richardson	Conwy County Borough Council– Strategic Director, Economy and Place
Nigel Treacy	Llandudno Snowsports Centre / Destination Conwy
Edward Hiller	Mostyn Estates
Jon Merrick	Mostyn Estates
Adam Williams	Tir Prince (Llandudno Pier)
Cllr Harry Saville	Town Councillor
Cllr Louise Emery	Town Councillor
Cllr Frank Bradfield	Town Councillor
Cllr Carol Beard	Town Councillor
Cllr Anthony Bertola	Town Councillor
Cllr Gerald Sweeny	Town Councillor
Chris Owen	Alpine Travel
Tony Parisella	Parisella's Ice Cream Parlour Ltd

Online surveys were completed by additional stakeholders and Llandudno business owners also.

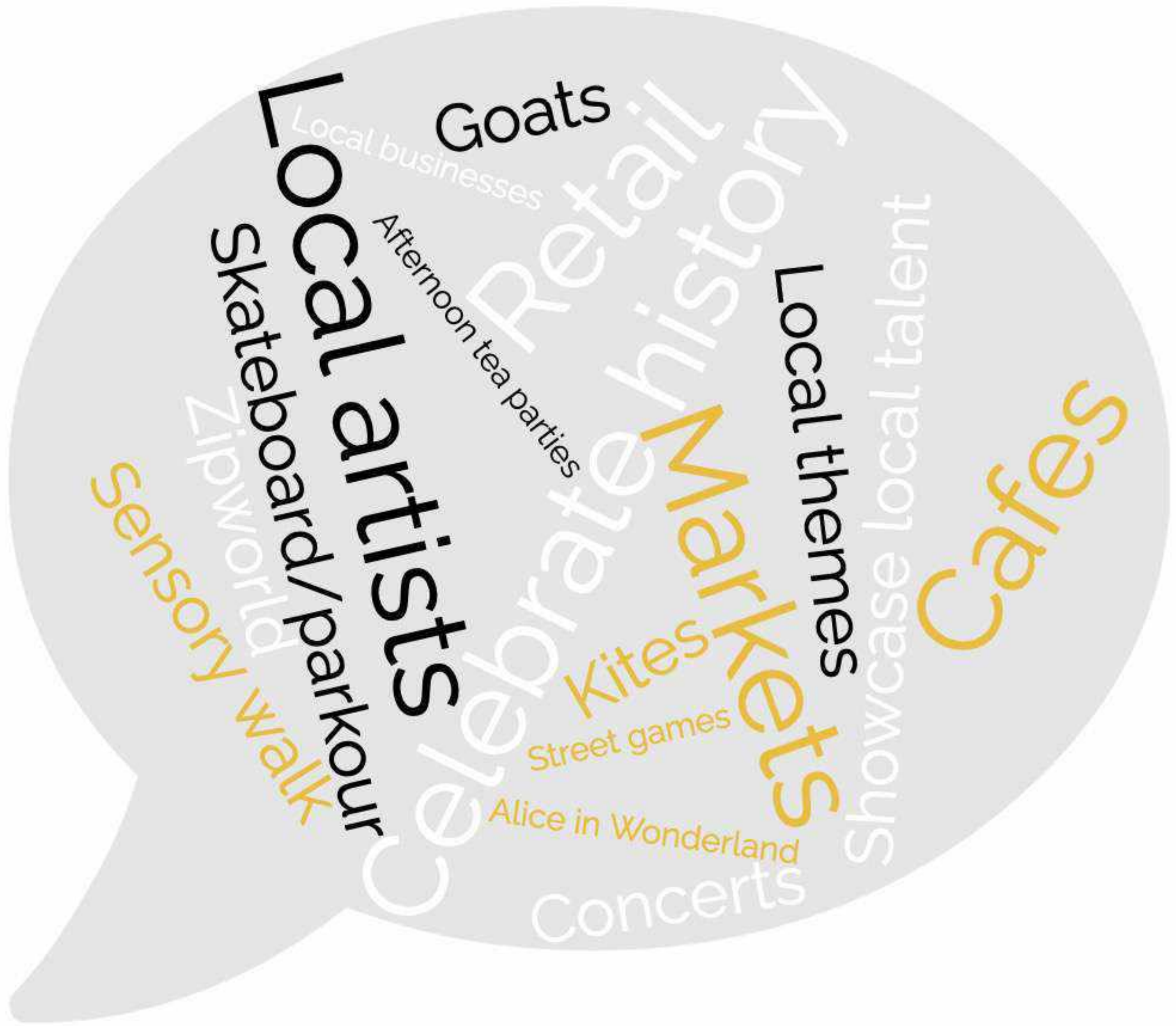


Question 8: Suggested improvements to the Colonnades



375 responses

Question 9: All ideas



232 responses

Appendix 2: Site Challenges and Opportunities

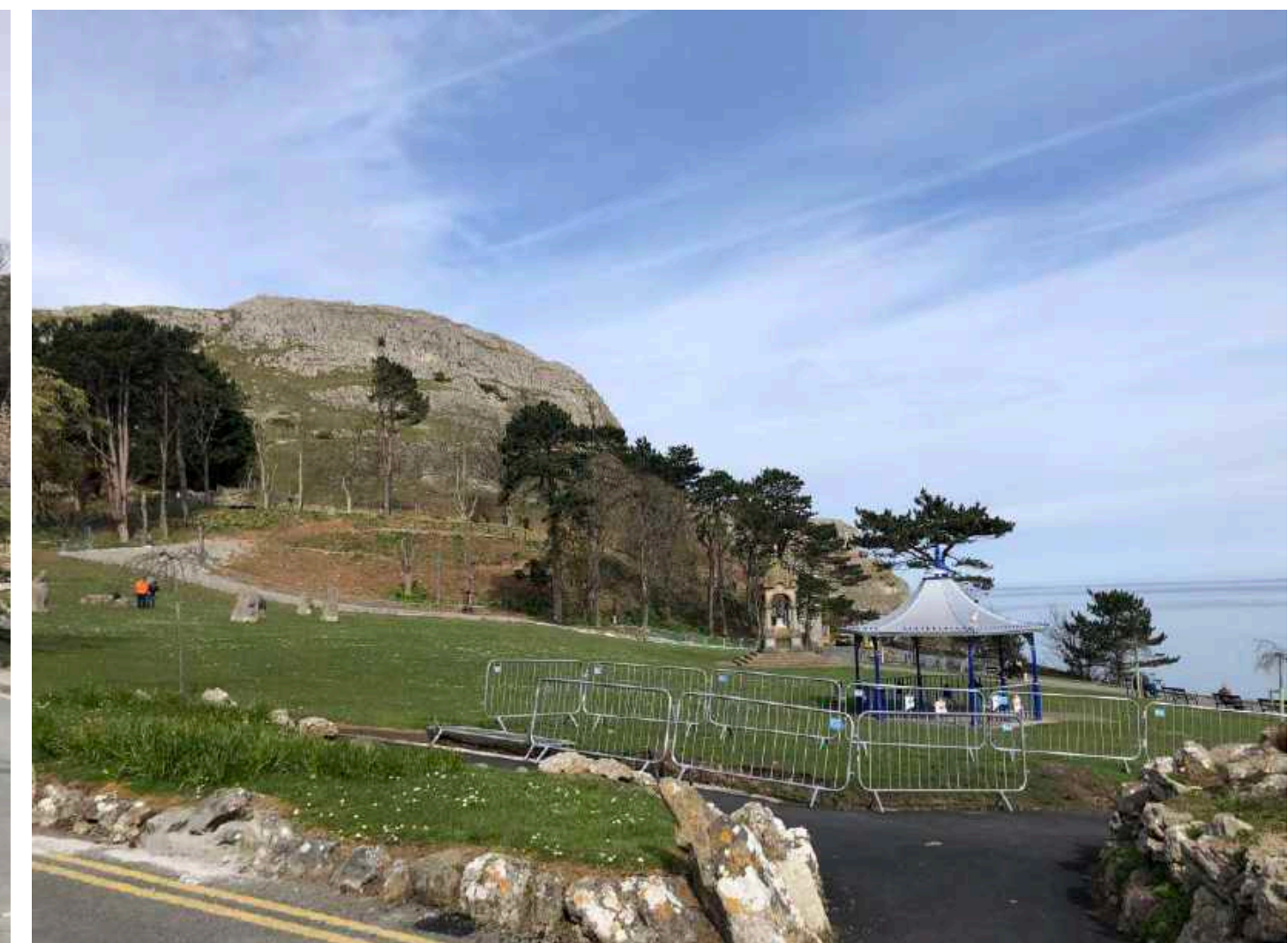
The entrance point to the Colonnade is hidden and the access is restricted by the amount of cars parked



Site Challenges and Opportunities

There is no sense of arrival for the Colonnade, or indeed any of the landmarks throughout the Great Orme and Happy Valley.

The areas are also not connected to each other, there is no link and little signage throughout.



Site Challenges and Opportunities

There is the opportunity to commercialise elements of the site, and areas that could be set up as event spaces.

There are beautiful views across Llandudno from the Colonnade.



Site Challenges and Opportunities



Appendix 3: Case Studies & Interventions

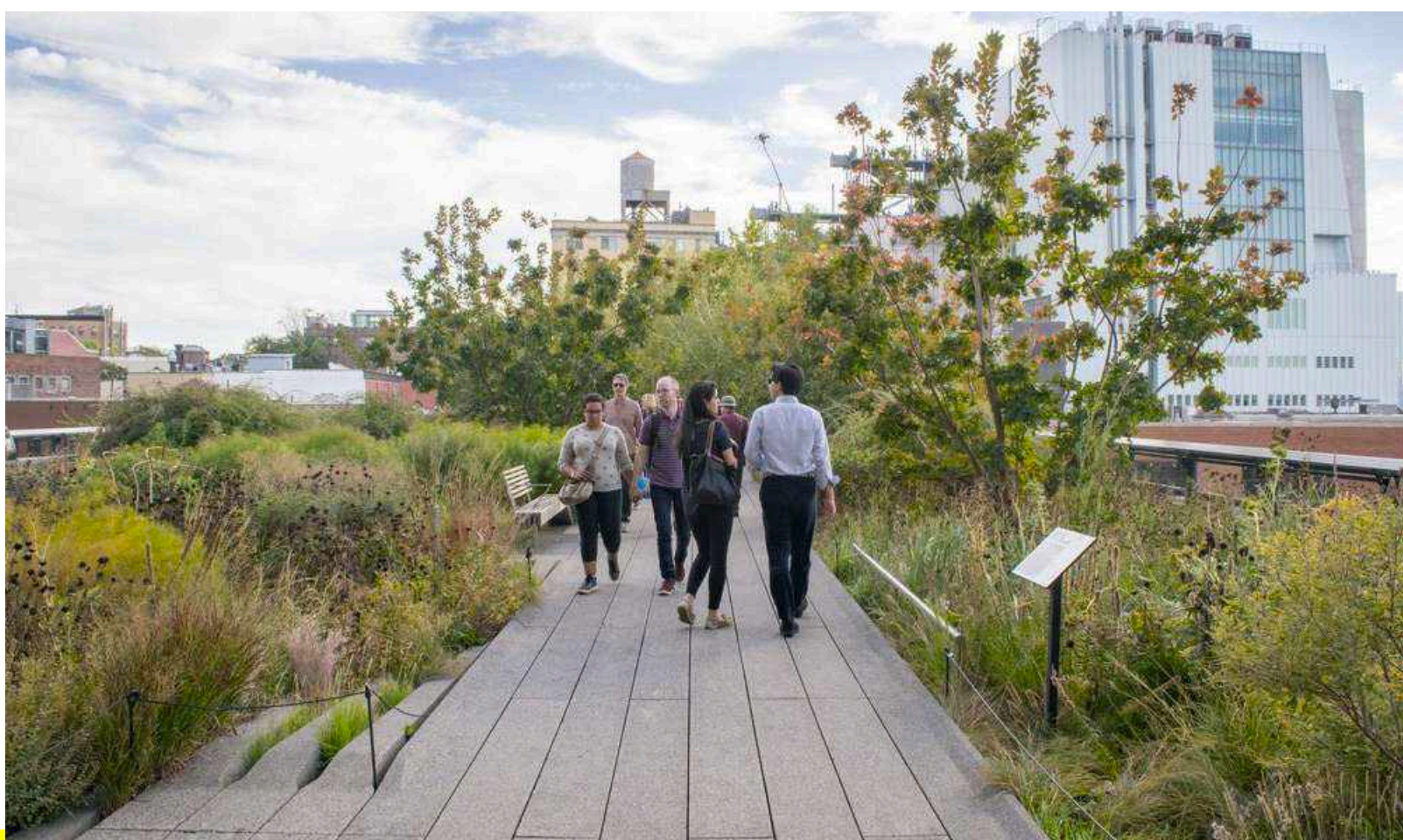
New York High-Line

The High Line is an elevated railway transformed into a public park on Manhattan's West Side. The park features lush horticulture, artworks, seasonal food vendors, community programming, and unique views of the Hudson River and New York City skyline.

The park is built on a disused, southern viaduct section of the New York Central Railroad's West Side Line and is 1.45 miles long.

The High Line is a beautiful route with lots of shrubs, flowers and trees, which create a contrast to the built up city surrounding it, giving visitors a break from the hustle and bustle.

There are plenty of features which allow one to pause, and spend time in the area - features such as good seating, art work in the form of murals and sculptures and cafes.



Birmingham Bridge, Alabama

LightRails, a colourful lighting installation that now illuminates Birmingham's underpass, led an initiative to bring the magic back to Alabama's largest city.

REV Birmingham, the city's economic development organisation, partnered with the Community Foundation of Greater Birmingham and city officials to kick off the ambitious program, which called on lighting designers to illuminate key structures and potential pedestrian traffic hotspots within the city centre and surrounding districts. The revitalisation project uses lighting as a connective thread throughout these areas, turning under-utilised structures — such as underpasses, which have typically deterred foot traffic — into safe, vibrant passageways between districts and communities.



Farndon Soapbox Derby

Farndon Soapbox Derby is a time trial charity event for gravity powered homemade karts, competing along a 350m tarmac road with gradual decline, which has curves, jumps and sections of steeper declines. The event was set up by volunteers whose aim was to bring much-needed community fun and spirit back after lockdown

There are 2 separate categories Juniors (12-17) and Adults (18 and over) this refers to the drivers of the kart, (the Construction and Race Team can be of any combination of ages).

They encourage imaginative, bright designs for the karts, sponsorship and logos are encouraged, with competition for the most fun and creative karts and an additional prize for the individual kart team that raises the most sponsorship money.

The team of volunteers work closely with the Cheshire West and Chester Council to ensure that their event complies with all safety rules and regulations. They interact closely with local businesses to ensure that the whole village has a part to play in ensuring a fabulous fun day is had by visitors.

The event is incredibly successful in drawing a crowd and raising money for charity.



BOXPARK, Madeira Terrace, Brighton

Brighton and Hove City Council are working with BOXPARK to renovate Maderia Terrace.

The project aimed to revive the crumbling Victorian arches, and create a world class retail, leisure and start up office development, incorporating a new premium hotel operator. The development would include restoring 800m of arches and promenade, augmented with a new building and urban green spaces that would aim to substantially increase commercial performance in the area by creating hundreds of jobs and encouraging millions of tourists to Brighton and Hove.

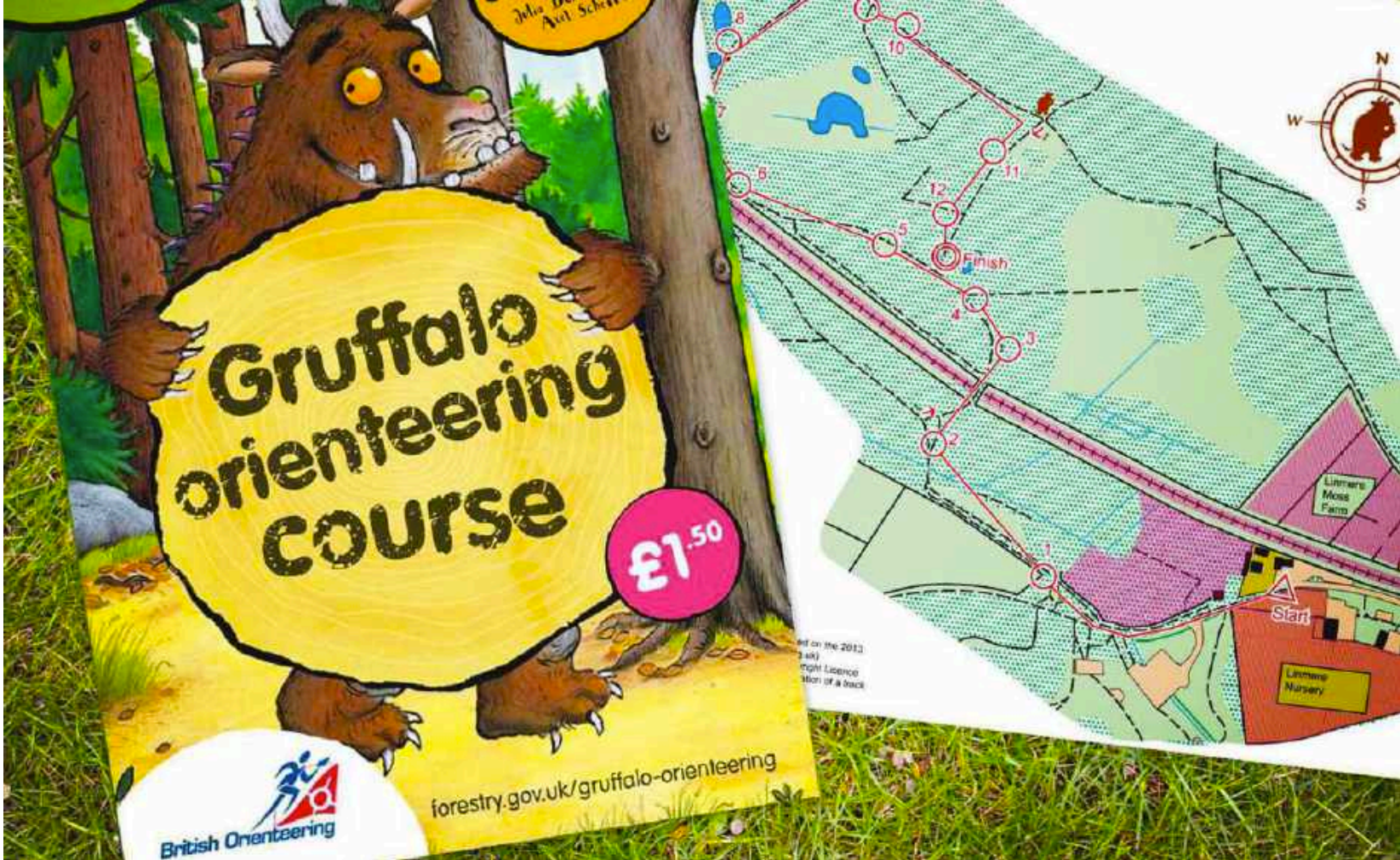


<https://www.boxpark.co.uk/news/boxpark-bid-to-revive-brighton-beachfront/>

Gruffalo Trail, Delamere

The Gruffalo is one of the most popular Julia Donaldson books and is set in a 'deep dark wood'. So, the Forestry Commission jumped on the opportunity to get kids out and about in the fresh air with a Gruffalo trail.

It's a mapped-out trail and you come across Gruffalo sculptures, or maybe large pictures of the Gruffalo characters to spot along the way. Each large, carved wooden Gruffalo sculpture is in a different pose. For example, the one at Wyre Forest is fast asleep. Though, not all of the trails have wooden sculptures of all of the Gruffalo characters. In place of wooden sculptures, there are large pictures of the Gruffalo characters.

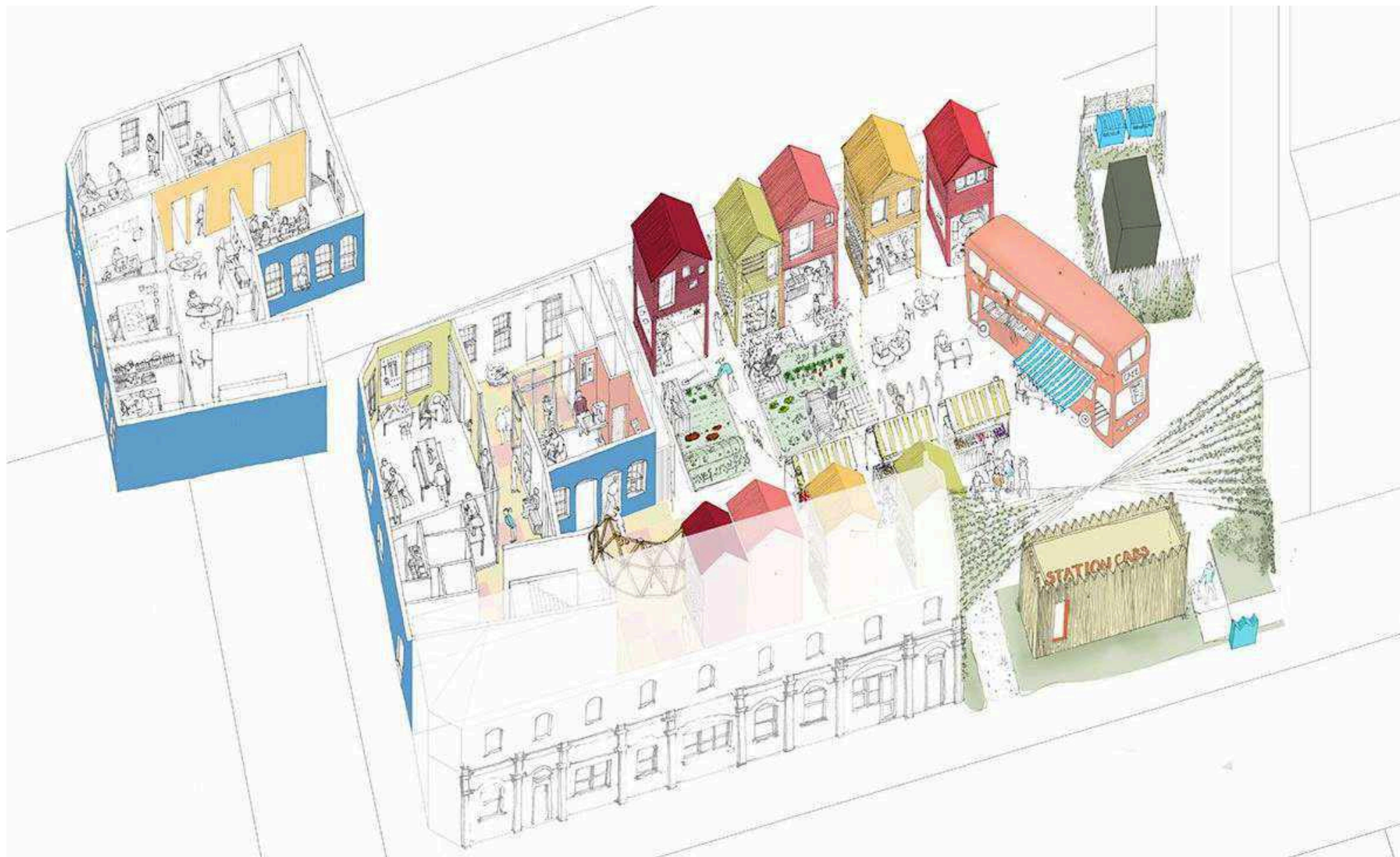


Bringing Temporary Work and Market Meanwhile Space to the High Street

Blue House Yard is a collection of temporary micro-workspaces fronting onto a new marketplace in Wood Green, London.

Jan Kattein Architects partnered with Meanwhile Space CIC to take on the design, delivery and operation of a defunct Council-owned office building and adjacent disused car park. Taking a stake in the operational success of the scheme allowed the architects to make the most of a limited capital budget through a comprehensive approach to the spatial brief and construction strategy.

The site has been running since 2017 and continues to serve as a place for people to meet, shop and attend events. More information [online](#).



Liverpool ONE

Liverpool ONE is a 42 acre mixed use estate consisting of urban streetscapes, purpose built event spaces and a 5 acre public park. In effect a Town Centre.

- Branded events equipment including barriers and gazebos
- Space letting and use promoted and managed by in house Commercialisation and Events Team
- Events 'toolkit' issued to operators to guide through the process with dedicated team to newer questions and facilitate set up, etc
- Clear and easy to understand rules and regulations
- Street entertainment spots bookable online and performer auditions held twice annually to issue licences
- Booking system and rate card
- Enlivenment fund to support quirky and creative installations
- Community events supported by CSR strategy and team
- Power and water to all spaces
- Support and additional services e.g. stewarding purchasable from on site team
- Removable street furniture and lighting to facilitate large scale events

The end result is it is easy for event organisers of all sizes to use the spaces. This is delivered through the processes and on site team.



Commissioning a Night Time Economy Study

Walthamstow High Street was the capital’s first-ever Night Time Enterprise Zone formed to increase use of the high street after 6pm.

Waltham Forest Council assembled a team to engage with businesses, residents and community groups to understand the evening economy and to create a pilot project with an event on Small Business Saturday. The team was formed of engagement specialists, architects and a local arts organisation.

The project focused on all activities taking place between 6pm and 6am for example those working during these hours, transport, safety and available food and drink. It was also intended to map what was already happening to convey that there were activities taking place in the evening beyond the hospitality sector.

The resident and community engagement stream took in formal and informal groups from the young to elderly and more generally the project was open to all residents to input their views. The business engagement stream worked with high street businesses to understand the challenges they faced to remain open later into the evenings and the support that might encourage it while the architects created visuals to map where the problems and opportunities were on the high street after 6pm.

Key learnings from the pilot informed the evening and night time economy objectives in the council’s updated Economic Growth Strategy and the Business and Employment Strategy for the town centre.

Read the report on the Mayor of London’s website [here](#).





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Our Places are the backdrop to our lives

so let's make them interesting...