

# THE BUILDINGS OF MOREFA BORTH

- the Marsh Harbour

Ceredigion



That part of Borth Village on a pebble bank with the sea on one side and the Cors Fochno marsh some reclaimed and the railway on the other. In the distance is the River Dyfi. Photograph Michael Lewis

Photographs and History by BERYL LEWIS

*This work is for research and educational purposes only.*

## GOLDEN SANDS Morfa Borth

At the north end of Borth Village with the beach across the road. Formerly a private house called Llety, built between 1904 and 1910. Today the sea front of the house has a self contained flat which is let and the building is also the home of the owner of the Golden Sands Holiday Park on land extending to the railway line behind the house and to the north and south of it. An extension at the side of the house has a shop for the caravanners and other facilities.



Golden Sands is a three storey detached house under a gable roof parallel to the road. It is not clear what the walls are built of, rubble stone or brick, as brick is possible at the date it was built. There are no chimneys. On the front are square bay windows on the ground and first floor with a hipped roof. All the windows are modern. On the rear is a two storey extension, and there is a single storey extension along the north side of the building alongside its drive to the caravan site. There is a gated passage on the other side of the building.

There is no front garden, and

the main entrance is on the north side. This is a simplified and modernised version of the original front, and the bay has smaller windows.



*LEFT In about 1921 this was a house called Llety. There was a front entrance and an enclosed front garden. There was some decoration in the rendering. The arch of the front door had a keystone as did frames around the windows. The bay has string courses (strips of moulding) dividing it up, and the roof of the bay windows is hidden behind a wall with a shaped top with three small decorative tops with balls. There was a sizeable slab chimney with six chimney pots (six flues). Someone was standing at the front door. (Enlarged detail from a postcard, private collection)*



*ABOVE This is the rear of the house from the north side in 2015. The extension ends in a single storey bungalow.*

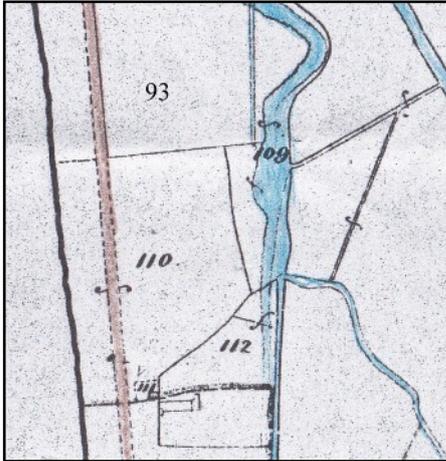


*LEFT The rear of the house from the caravan park in 2015. The windows on the south side of the back may be old sash windows - the lower one is partly open. The extension on the north side is two storeys. A tall wall gives the yard privacy from visitors in the caravans.*

*BELOW This detail is from an aerial photograph dated about 1956 and shows Brockhill in the foreground, then Morlais (as two houses) and then Golden Sands (then Llety). The two storey extension at the back has a chimney, and would have had a kitchen. There were no caravans there at that time (Aberystwyth Public Library)*

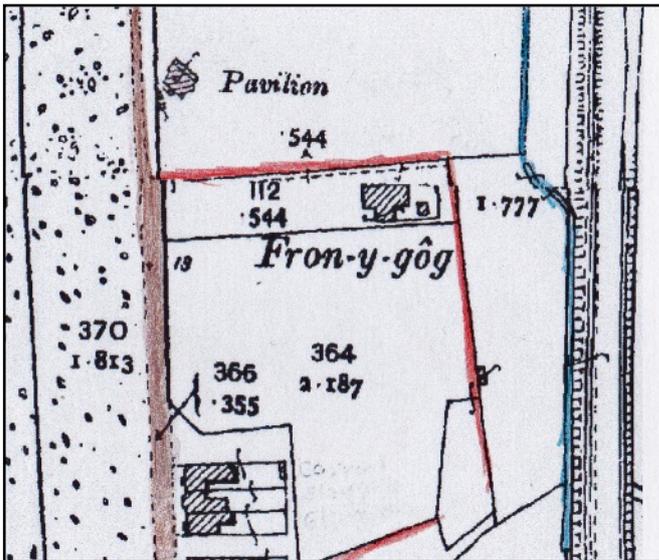


The ground on which Golden Sands stands is a stone bank thrown up by the sea and called 'waste' by the Crown Manor who owned it as it was no use for farming. The road had been there for centuries, it was used in the twelfth century and was a turnpike road by the 1770s. It led to a ferry from Ynyslas to Aberdovey and was a quick way to North Wales. The large Cors fochno bog was also 'waste' and parts of it were enclosed by 1847.

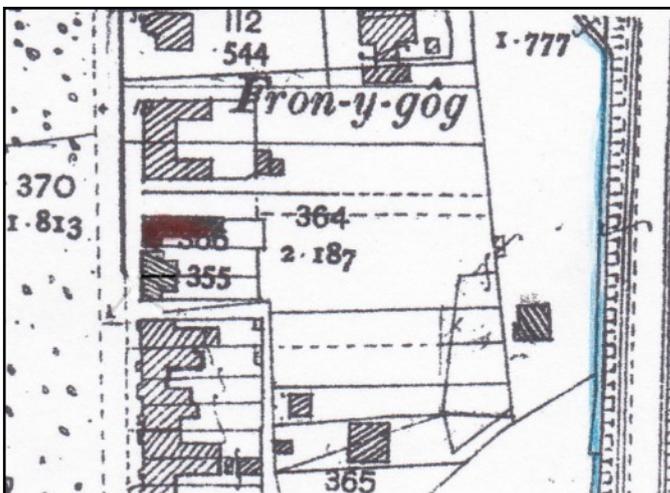


LEFT The house stands on a five acre field called an 'allotment' and was number 110 on a map of 1848. Pryse Pryse of the Gogerddan Estate received it after the enclosure of the 'waste'. Number 93 to the north was the property of the Jones family of the Gwynfryn Estate at Taliesin and had become an eighteen hole golf course before Golden Sands was built. The caravan park today uses the land between field 110 and what was then the old course of the River Leri in field 109. (Tithe Apportionments Map, Llanfihangel Genau'r Glyn, Henllys Township, online at CYNEFIN, NLW).

In 1891 Pryse Pryse sold some of Number 110 to Elsie Cecil Wright, the wife of a Birmingham manufacturer of screws and a keen golfer. She had the bungalow Fron-y-gôg built on a strip of it, and had four acres of agricultural land as well.



LEFT In 1904 there were no other buildings on the part of Number 110 where Golden Sands stands today but the ground on the east ended at a ditch and the railway line (Detail from the 25 inch Ordnance Survey Map revised in 1904 and published in 1905, Cardiganshire III.10)



LEFT The council drew in new buildings on its 1904/5 map. Golden Sands then Llety is coloured red. The land for Morlais (then two houses) was bought in 1908. Golden Sands then called Llety already had a long extension on the north side, and a track opened into the field at the back. The date of the map is after 1935 as Brockhill was also drawn in. (Map Ceredigion Archives)

Llety was built by 1910 when for a valuation for a tax planned but not levied, the house and garden was valued at £730 - and that was a valuable and good quality new house. Mrs Roberts was the owner and occupier. Mrs (Martha) Roberts had a thriving draper's shop (now the Premier Stores) and owned a house and three cottages in Borth. The Roberts were an enterprising and successful family. If she named the house, its 'lodging house' name in Welsh suggests how she expected it could be used. There was no entry for the house in the 1911 Census, no-one was there to fill in the form, and it is possible that Mrs Roberts had a tenant there. In 1925 Mrs Roberts paid the rates for 'Y Llety', but living there was William Lloyd. In 1926 Mr Lloyd was listed as a 'private resident'. (Kelly's Directory of South Wales). Llety is the Welsh for a lodging house or inn.

In 1932 and 1938 a new owner Margaret A. McConnell paid the rates and with a vote at the General Election of 1945 were Helen S. McConnell, Margaret A. McConnell and Gymglyn H. G. Evans. Margaret McConnell paid the rates in 1949.

In September 1935 J. C. Corfield the owner of Fron-y-gog, and J. E. Corfield and J. N. Carver had a Holiday Camp on Fron-y-gôg's four acres behind Morlais and Llety.

In 2016 an advertisement for the Golden Sands said it was founded about 70 years ago, which would go back to about 1946 and the Blakemore family.

**"GOLDEN SANDS" (SUPPLIES)**  
**BORTH**  
*Telephone - 440*  
**Caravan, Camping and Domestic Supplies**

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VISIT OUR STORES AND CARAVAN  
AND CAMPING EQUIPMENT  
SHOWROOM/SHOW GROUND  
(100 YARDS GOLF CLUB HOUSE)

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ALL LEADING MAKES OF CARAVANS  
SUPPLIED WITH SITES AVAILABLE ON  
OUR OWN STRICTLY PRIVATE SITE

*Calor Gas Dealers - Camping Gas Stockists*

*For Hire :*  
FURNISHED BUNGALOW overlooking 18th Green  
Self-contained Flat on Sea Front  
LUXURY CARAVANS

*Resident Proprietors :—*  
T. W. and M. E. BLAKEMORE AND SON

In 1957 paying the rates for Llety was T. W. Blakemore. He paid rates for land behind Morlais for his 'caravan site and premises'. By 1963 T. W. Blakemore had a shop with his house and caravan site, as well as premises behind Morlais and Llety, and it was called the Golden Sands. With votes for Golden Sands were William and Annie M. E. Blakemore (Electoral Registers and Rates, Ceredigion Archives)

*LEFT An advertisement for the Golden Sands in 1962 (Private Collection)*

In the late 1960s Mrs Blakemore was advertising a furnished flat for six to 8 persons. She had a telephone, Borth 440. The shop offered grocery, frozen foods, fuel and camping equipment. Also there was C.F. Lander a plumber and sanitary engineer. (From a 'Handbook and Guide to Borth' published in 1968 - Ceredigion Archives).

In 2015 in the extension at the side of the house are two low rise holiday cottages, see the picture on page 2. There were at least 43 caravans on the

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gan/by Beryl Lewis  
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**Houses of Borth** consists of over 350 histories of individual buildings, lavishly illustrated with photographs, maps and documents. All the files are available from our website: <https://www.archifdy-ceredigion.org.uk/tairborth.php>

We would like to thank Beryl for her kindness in letting us share her work with the widest possible audience.

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