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HOLYWELL PLACE MAKING PLAN



Wedi ei ariannu gan
Llywodraeth y DU



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Flintshire County Council



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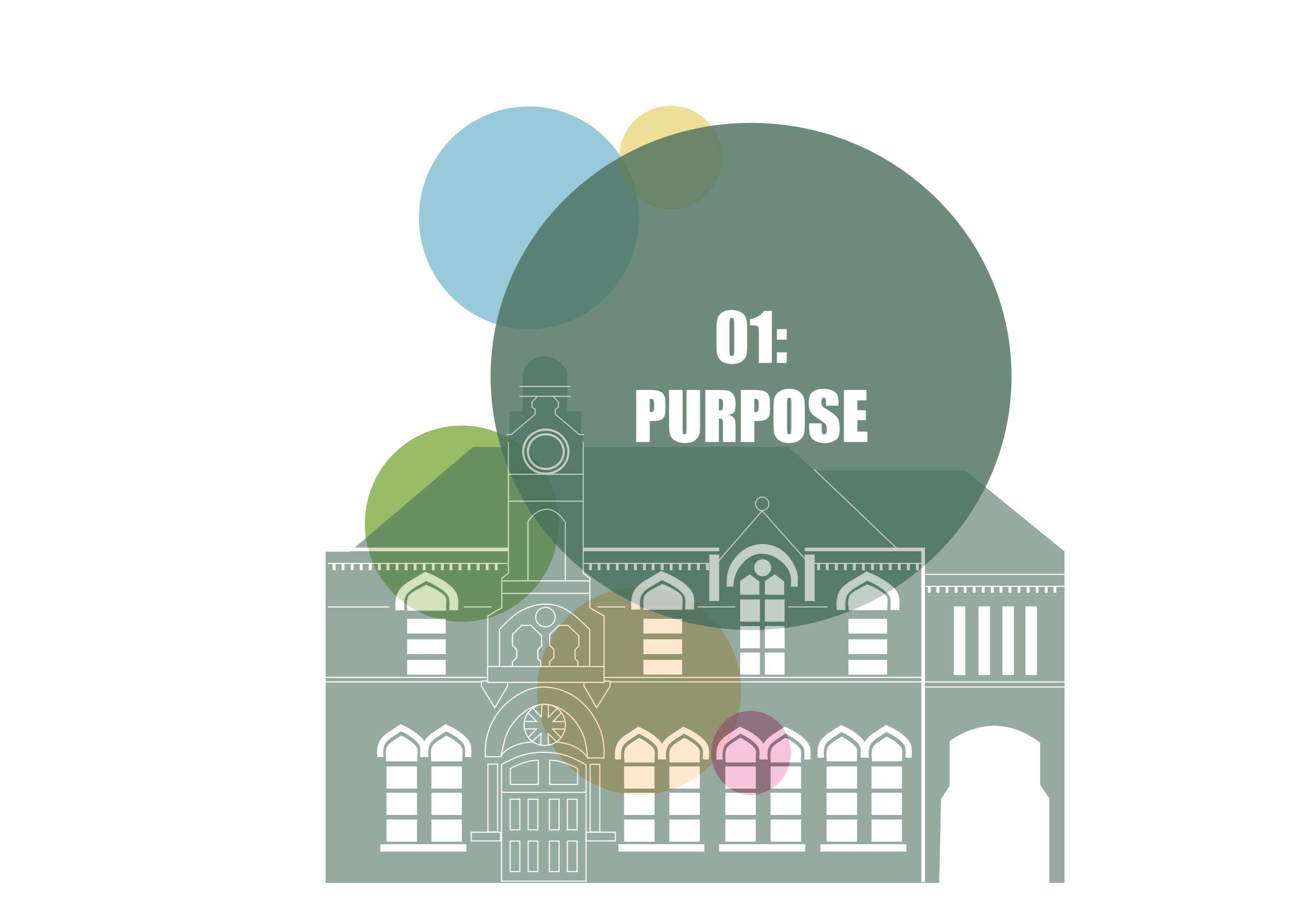
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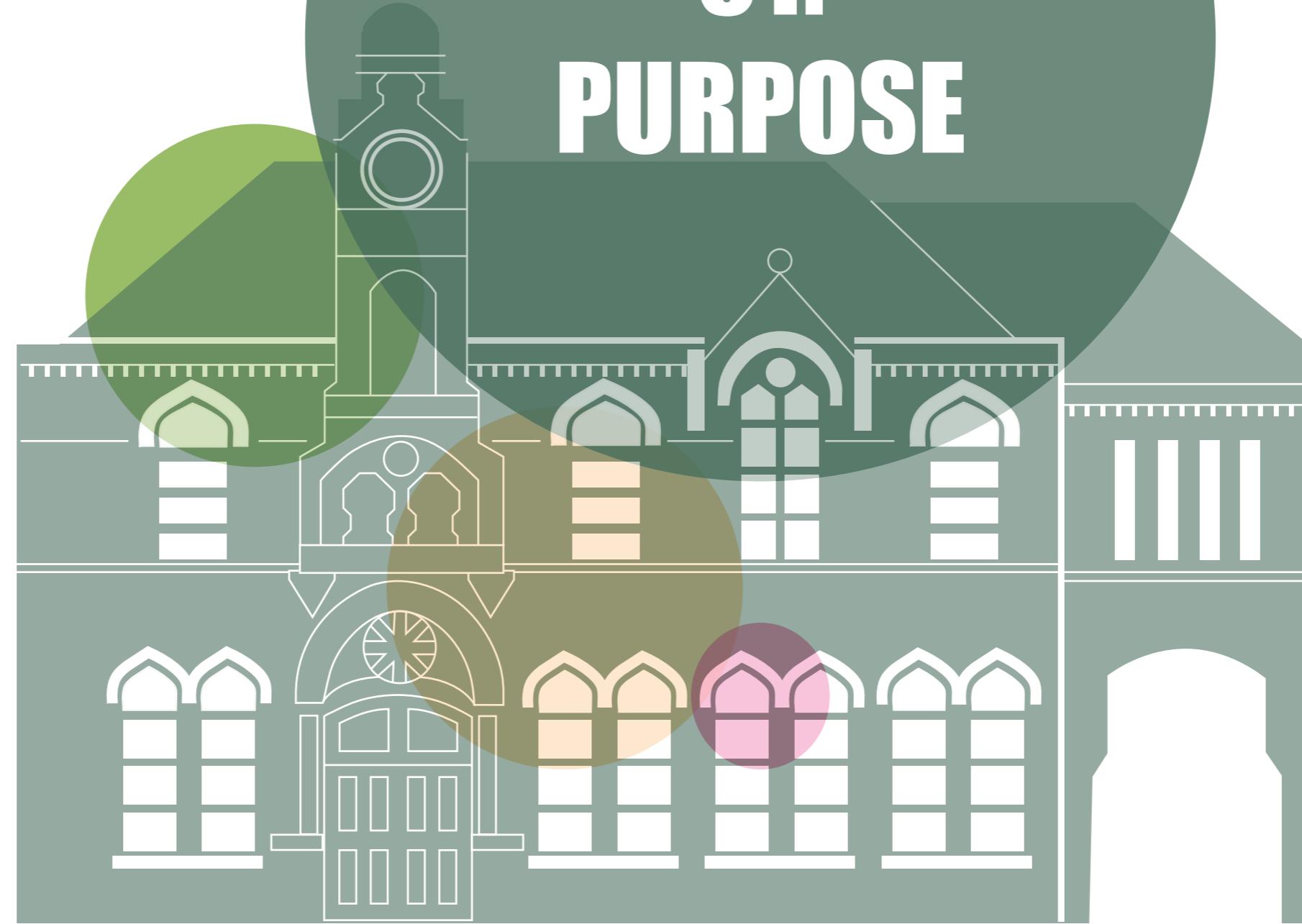
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01: PURPOSE



WHAT IS THE PURPOSE OF A PLACEMAKING PLAN?

The purpose of this Place Making Plan is to set out the needs, vision, approach and opportunities framework that will help plan and deliver place-based activity and investment in Holywell. Whilst it has a focus on the town centre, the Plan also looks at the wider relationship with its neighbourhoods and residents and with nearby assets within Greenfield Valley and other key community and strategic assets. Holywell is one of seven towns across the County, having a Placemaking Plan developed, including Buckley, Connah's Quay, Flint, Mold, Queensferry and Shotton.

This Place Making Plan helps to draw out and identify local need, thereby providing evidence to strategic delivery organisations in aligning day to day services, in addition to levering in grant funding for future regeneration projects. It also sets out ways of working that bridges strategic-local partnering that helps foster joint project development, delivery and the longer term sustainability of a town such as Holywell.





02: WHY A PLAN?

WHAT IS PLACEMAKING?

Planning Policy Wales states that placemaking is:

"a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness and well-being in the widest sense."

Placemaking considers the context, function and relationships between a development site and its wider surroundings. This will be true for major developments creating new places as well as small developments created within a wider place.

Placemaking should not add additional cost to a development, but will require smart, multi-dimensional and innovative thinking to implement and should be considered at the earliest possible stage. Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions."

The Design Commission for Wales' Placemaking Guide 2020 talks about the need for a holistic approach that takes into consideration whole places rather than individual land uses or each development in isolation. The concept of placemaking has developed in response to 'placelessness' within the

built environment whereby new development lacks a distinct identity, character, sense of community or collective ownership. Placemaking has grown in importance as the links with health and wellbeing have been more explicitly explored and understood.

How Does a Plan Support Good Placemaking?

Whilst a Placemaking Plan is not the sole solution to managing change and providing direction to a town like Holywell, it is important to frame long-term aspirations and to also nourish relationships between the place, the people, and the activities. The goal here is to make the whole greater than the sum of its parts. A long-term strategy and plan also ensure practical issues have been considered and the design of the space is able to accommodate the likely range of end uses required. A Plan is also about creating a place and not just about design as it's about creating and developing an experience that people feel welcome and comfortable in.

Long-term placemaking activities should be developed in consultation with the community as they are the local experts who can present valuable perspectives and insights about the area's history, culture, function, or any other aspect that's considered meaningful for the people.

The Requirement

In May 2022, Welsh Government (WG) placed a requirement on Local Authorities across Wales to develop Place Making Plans in line with the Design Commission for Wales' six Place Making principles: <https://dcfw.org/placemaking>.

Place Making Plans are expected to be deliverable and reviewed regularly and include a shared vision for each town centre through a thorough process of engaging and consulting a wide range of stakeholders resulting in:

- An identification of issues that each place is experiencing including an exploration of broader issues such as transport, active travel, green infrastructure, housing, and health.
- An analysis of the strengths, weaknesses, opportunities and threats of the town centre and its performance.
- Establishment of baseline data for the town centre.
- Identification of a clear boundary identifying the core town centre as well as the periphery of the town.
- Alignment with other local and regional plans, strategies, and priorities.
- An understanding of issues such as level of retail provision and potential for refocussing a more concentrated offer/ repurposing town centre premises where appropriate.

In response to WG's request for Place Making Plans, Flintshire County Council's Regeneration Team has developed and agreed an approach to co-ordinating the development of Place Making Plans for seven towns across the County: Buckley, Connah's Quay, Flint, Holywell, Mold, Queensferry and Shotton. A schedule has been agreed with Flintshire County Council's (FCC's) Cabinet to undertake the work for the seven Place Making Plans in three separate tranches, the first of which focusses on the towns of Buckley, Holywell and Shotton in 2023-24. Over the next 18-months, Placemaking Plans will be developed for towns in tranche two of the work programme (towns of Connah's Quay and Queensferry) and tranche three (towns of Flint and Mold).

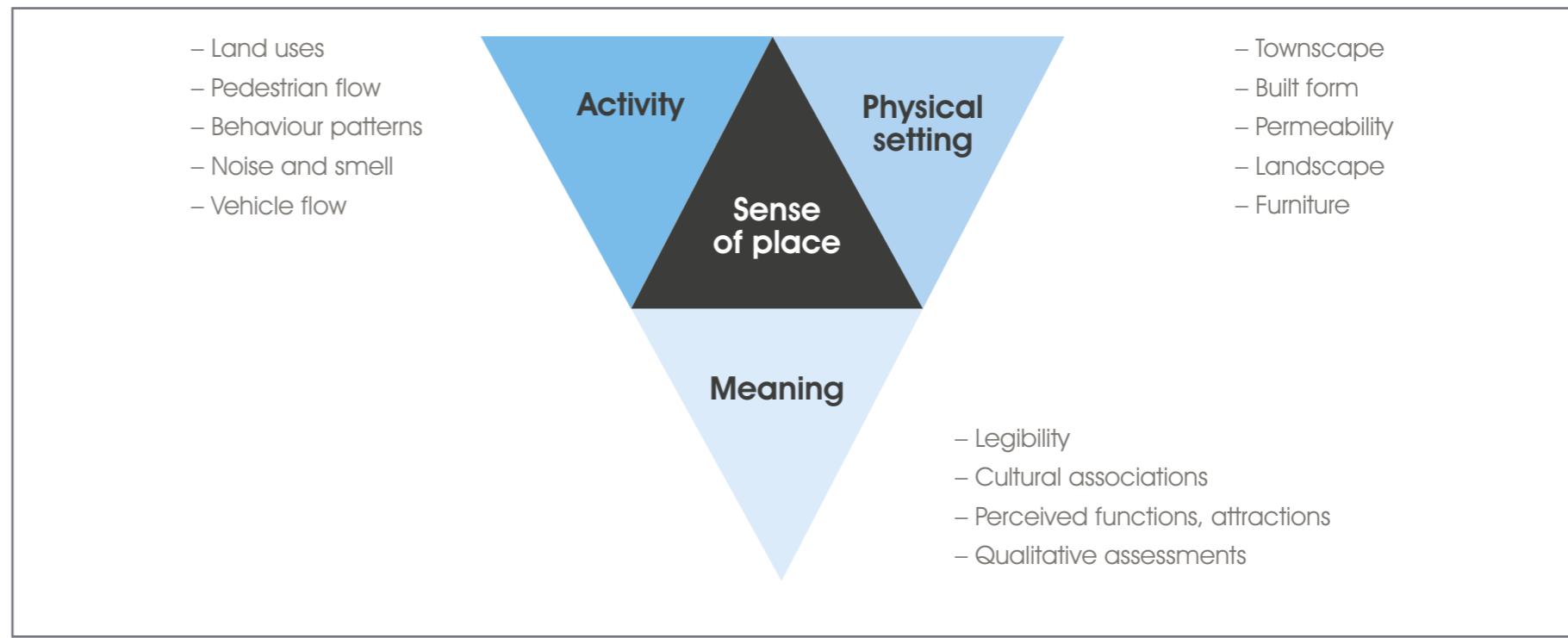


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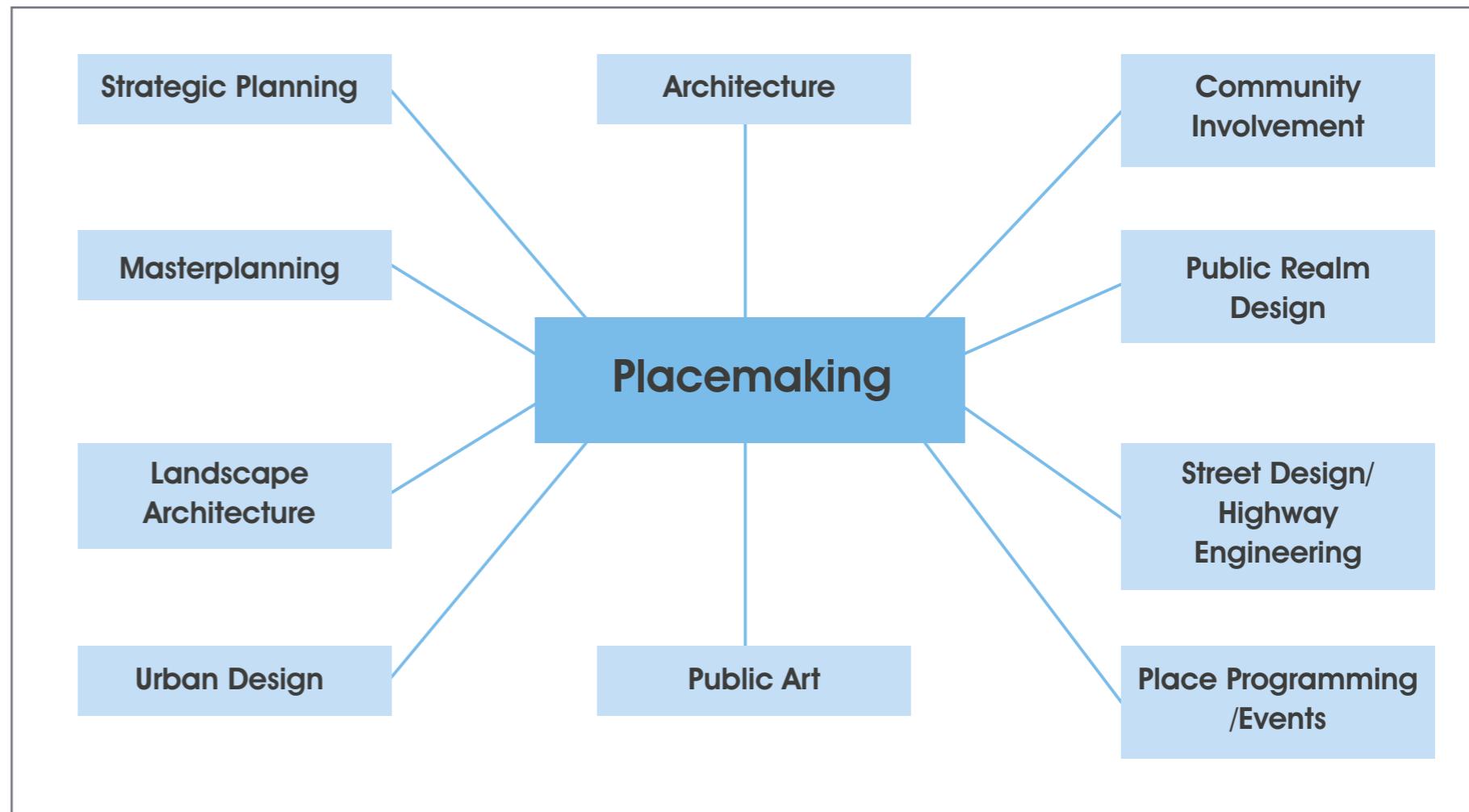


Image from DCFW



03: OUR PLACEMAKING PROGRESS

OUR PLACEMAKING PROCESS

Flintshire's Place Making Process has adopted an approach of investing in desk-based work that has gathered information from a diversity of experts in commercial, property, environmental quality, socioeconomic analysis and with specific input on green infrastructure. The County Council with local partners has also led on stakeholder and community consultation, using a blend of face to face and digital engagement in order to ensure the right amount and cross-section of views is obtained.

This collective approach to its research into Holywell as a place has then been distilled into a Place Making Plan, which has responded to the needs of the place, arriving at its SWOT (Strengths, Weaknesses, Opportunities & Threats) analysis, key themes for consideration leading into a place specific vision, a set of aims and objectives and an opportunities framework. This framework provides the direction of travel for taking opportunities into actions going forward alongside strategic and local partners signing up to co-delivery and partnership working.

Stage 1 – Gathering Information and Data

- **Commercial Assessment**
- **Environmental Quality Assessment**
- **Socio-Economic Review**
- **Green Infrastructure Audit**

Stage 2 – Listening to Community and Stakeholder Views

- **Public Consultation**
- **Stakeholder Consultation**
- **Research into Perceptions of Holywell**

Stage 3 – Shaping the Place Making Plan Vision, Priorities and Framework

- **Policy and Strategy Review**
- **Place Analysis**
- **People Analysis**
- **SWOT and Themes**
- **Vision, Aims and Objectives**
- **Opportunities Framework**
- **Visualising Success**
- **Ways of Working**



04: UNDERSTANDING THE PLACE

HOLYWELL- UNDERSTANDING THE PLACE

Holywell is located in Flintshire, along the North Wales coast between Flint to the east and Prestatyn to the west. It extends north into Greenfield, which is a mainly industrial area next to the River Dee. The town is relatively self-contained with a town centre, schools and community hospital.

The town lies just to the north of the A55, a key rout route through North Wales between Chester and Holyhead. This offers Holywell excellent links to the towns along the coast and cities to the east.

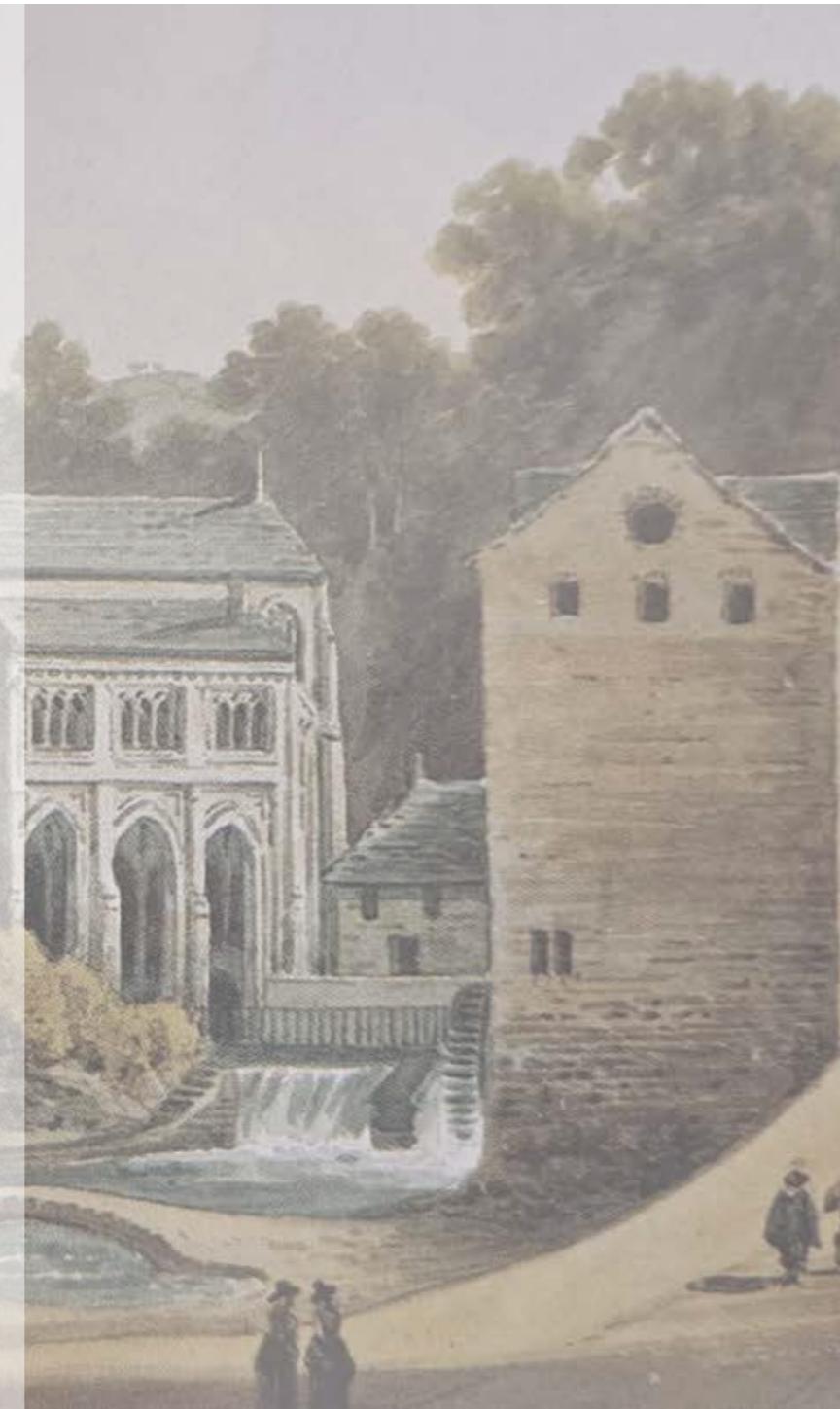
The town centre sits at the heart of the town with residential areas expanding out along the main routes of the A5026 and Greenfield Road. This ensures that the town centre is very accessible for all residents. The Greenfield Valley Heritage Park is another key link out of the town centre. A 70 acre country park, home to woodlands, reservoirs and heritage assets.



THE HISTORY OF HOLYWELL

"Set amid countryside overlooking the estuary of the River Dee, the market town of Holywell takes its name from its major feature: the seventh-century St Winefride's Holy Well, one of the 'seven wonders of Wales'. At one time, Holywell supplied the water and labour to power the factories and mills that sprang up in the nearby Greenfield valley during the eighteenth century, the remains of which are now part of Greenfield Valley Heritage Park. The centre of this market town has changed little over the last few hundred years. Today it hosts a variety of community hubs and shops."

Holywell as described in Understanding Welsh Places.



Historical Development

Holywell's history dates back to Roman times. Its tourist and pilgrimage attraction is traced back to St Winefride's Well, which is believed to have healing qualities. For this reason, and because the well is listed as part of the "Seven Wonders of Wales", Holywell is also affectionately known as the Lourdes of Wales. Visitors and pilgrims still come to visit the well from Wales and beyond. St Winefride's Well is located 0.3 miles north of the High Street, alongside Greenfield Street.

The town centre showcases a number of fine buildings of different eras and architectural styles offering great character as well as identity. Located at the east end of the High Street is the Holywell Area Museum, dedicated to the history of Holywell and surrounding areas. The local library also accommodates a small but also well-informed local history section.

THE HISTORY OF HOLYWELL

Holywell's rich history can also be noted by the large number of listed buildings, many located within or near the High Street:

- The King's Head PH (Grade II listed), now accommodates the Holywell Area Museum
- Hotel Victoria (Grade II listed), which frames the vista of the eastern end of the High Street
- Vron Chambers (Grade II listed) next to The King's Head PH
- (Former) National Westminster Bank (Grade II listed) on the High Street
- The cottages of Panton Place (Grade II listed), leading to the Memorial Garden
- The Red Lion PH (Grade II listed), on the High Street
- Facade of the former Town Hall (Grade II listed), on the High Street
- (Former) Midland Bank (Grade II listed), on the High Street
- Most of the buildings that line the western end of the High Street also facing Cross St and Well St are Grade II listed
- Masonic Hall (Grade II listed), on Coleshill Street – next to few other Grade II listed buildings
- Holywell County Court (Grade II listed) on Halkyn Street, which is for sale (source)
- Holywell Town Council buildings (Grade II listed), on Rue St Gregoire



POLICY LANDSCAPE AND SETTING

NATIONAL

- Well-being of Future Generations Act
- Planning Policy Wales 2024
- Wales Transport Strategy 2008
- Active Travel Wales 2013
- Future Wales – the National Plan 2040
- Placemaking Guide 2020
- Town Centres Position Statement 2023

REGIONAL

- North Wales Economic Ambition Board Growth Vision
- North Wales Regeneration Plan 2018-2035
- People Strategy and Plan Stronger Together BCUHB
- Actif North Wales 10 Year Strategy 2023-2033

LOCAL

- Council Plan 2022-23
- Well Being Plan 2022-23
- Climate Change Strategy 2022-30
- Supporting Nature in Flintshire 2016
- Flintshire Housing Strategy and Action Plan 2019-24
- Flintshire Local Development Plan 2015-2030
- Holywell Town Council – Business Plan 2022-2027

The policy setting for a place such as Holywell is important as it shows the relationships to national, regional and local agendas, providing strategic direction and alignment. It also shows the strategic opportunities and limitations to a place and its development.

NATIONAL

Well-being of Future Generations Act

The Well-being of Future Generations Act places a duty on public bodies to carry out sustainable development.

This is not a new concept for the planning system as the principles of sustainable development have been at the heart of planning policy since Planning Policy Wales (PPW) was first published in 2002. However, the concept has been expanded under the Well-being Act and it requires an improvement in the delivery of all four aspects of well-being: social, economic, environmental and cultural.

The Well-being Act has established seven well-being goals, which are intended to shape the work of all public bodies in Wales.

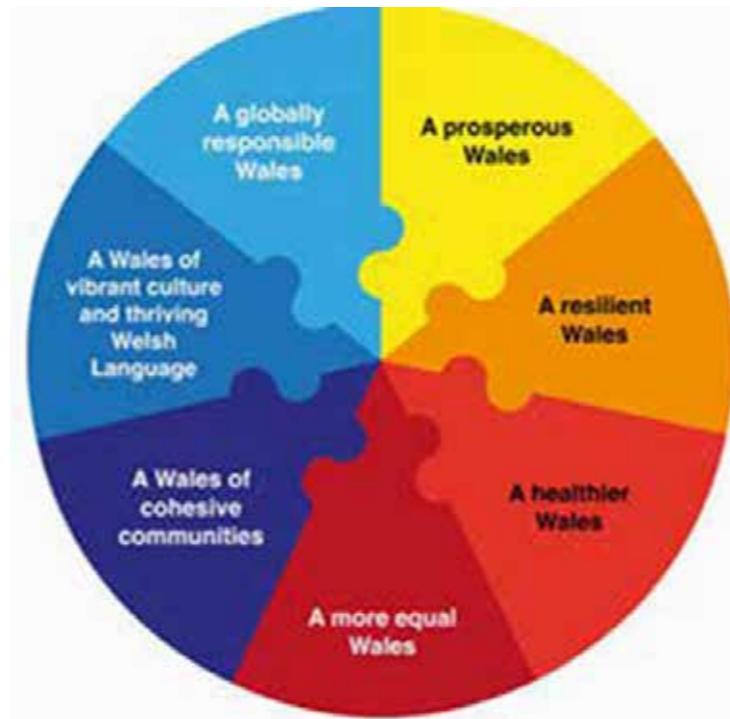
In order to demonstrate that appropriate consideration has been given to the Well-being goals and sustainable development principle in the decision making process, public bodies are required to have regard to the 'five ways of working' contained in the Well-being Act. These require consideration of involvement; collaboration; integration; prevention; and long-term factors.

Planning Policy Wales Edition 12 – February 2024

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales. PPW, the TANs¹, MTANs² and policy clarification letters comprise national planning policy. The primary objective of PPW is to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales, as required by the Planning (Wales) Act 2015, the Well-being of Future Generations (Wales) Act 2015 and other key legislation and resultant duties such as the Socio-economic Duty.

Everyone engaged with or operating within the planning system in Wales must embrace the concept of placemaking in both plan making and development management decisions in order to achieve the creation of sustainable places and improve the well-being of communities. Sustainable Places are the goal of the land use planning system in Wales; they are the output of the planning system rather than the process of achieving them. All development decisions, either through development plans, policy choices or individual development

management decisions, should seek to contribute towards the making of sustainable places and improved well-being. The planning system should create sustainable places which are attractive, sociable, accessible, active, secure, welcoming, healthy and friendly. Individual places can take many forms, and interpretation of what makes a good place will vary. Each place will have its own unique characteristics, history and identity, based on how people have and will interact with the landscape and townscape. This 'sense of place' varies, from the rural countryside, which provides an economic and environmental base for agriculture and tourism to thrive, to urban areas, which are continually evolving and providing the focus for major social and economic development. The intrinsic value of a place to people or communities is particularly important, which may be due to aesthetic, cultural, spiritual or historical reasons and planning authorities are best placed to understand these.



development site and its wider surroundings. This will be true for major developments creating new places as well as small developments created within a wider place. Placemaking should not add additional cost to a development, but will require smart, multi-dimensional and innovative thinking to implement and should be considered at the earliest possible stage. Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions.

What is Placemaking?

PPW defines "placemaking" as a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness, and well-being in the widest sense. Placemaking considers the context, function and relationships between a

Town Centres – Retail and Commercial Development

The Welsh Government identifies a number of overarching objectives for retail and commercial centres, which planning authorities should aim to deliver through their development plan and development management decisions ensuring their maximum contribution to the well-being goals. The planning system must:

- Promote viable urban and rural retail and commercial centres as the most sustainable locations to live, work, shop, socialise and conduct business;
- Sustain and enhance retail and commercial centres' vibrancy, viability and attractiveness; and;
- Improve access to, and within, retail and commercial centres by all modes of transport, prioritising walking, cycling and public transport.

Retail and commercial centres are central to community activity and local prosperity and, in order to plan for them effectively, it is important to understand their function, roles and relationships. The use of masterplans, development briefs or place plans can complement retail strategies by providing additional detail and supporting the implementation of development plan policies. In developing strategies, plans and policies to revitalise and increase the attractiveness of existing retail and commercial centres, planning authorities should consult the private sector and local communities.

Wales Transport Strategy

The Wales Transport Strategy provides the framework for transport-related activities and sets out the strategic priorities of a safe, integrated, sustainable, efficient and economic transport system serving Wales. It provides the context for the Welsh Government's aim to reduce the need to travel, particularly by private car, and supports a modal shift to walking, cycling and public transport. This is reflected in Planning Policy Wales and Future Wales, which put placemaking at the heart of the planning system. This modal shift is supported by the sustainable transport hierarchy, which prioritises walking, cycling and public transport.

The current Wales Transport Strategy, One Wales: Connecting the Nation, was published in 2008. Since then, the Active Travel (Wales) Act 2013 has been introduced, which is increasingly influential in the way we integrate active travel with new development. This is essential to enable people to walk and cycle as part of their everyday activities. Metro schemes are also being developed in the Southeast, Southwest and the North, which are being driven by significant investment from the Welsh Government and its delivery partners. The metro projects will provide significant opportunities for communities and new development to be supported by good quality public transport. Transport technologies have also advanced

significantly in recent years, with ultra-low emission vehicles capable of having a transformative effect on the decarbonisation of transport. The Wales Transport Strategy, Llwybr Newydd, will recognise these changes and set out our long-term vision for transport. Llwybr Newydd, along with the associated transport policies and projects, have directly contributed to the spatial strategy, outcomes and policies of Future Wales.

Active Travel (Wales) Act 2013

Walking and Cycling has gained support when the Welsh Assembly passed the Active Travel (Wales) Act, received royal assent in November 2013. The Act places a number of duties on the local authorities to continuously improve new and existing facilities and routes for walkers and cyclists and to prepare maps identifying current and potential future routes for their use. The Act also requires new road schemes to consider the needs of pedestrians and cyclists at planning and design stages. The active travel network should be designed or enhanced to meet a set of best practice standards. The Welsh Government has published guidance:

- The Active Travel (Wales) Act 2013 – Design Guidance;
- Statutory Guidance for the Delivery of the Active Travel (Wales) Act 2013;
- The Active Travel Action Plan

Future Wales – the National Plan 2040

Future Wales – the National Plan 2040 is our national development framework, setting the direction for development in Wales to 2040. It is a development plan with a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of our communities.

Area Statements – Natural Resources Wales

Area Statements produced by Natural Resources Wales in accordance with their duties under the Environment (Wales) Act 2016, set out a strategy for the better management of Natural Resources for the benefit of future generations. As the name suggests, the statements are based on spatial areas.

There are seven covering Wales, of which four cover the National Park area.

- South East Wales
- South Central Wales
- South West Wales
- Mid Wales

State of Natural Resources Report (2020) (SoNaRR)

Natural Resources Wales must prepare and publish a report containing an assessment of the State of Natural Resources in Wales (SoNaRR). SoNaRR is a key document in the preparation of National Park Management Plans. The most recent SoNaRR highlights the need for public sectors to leverage change to tackle the nature and climate emergencies using transformative change across ecosystem, economic and social systems.

Environment Act 2016 Part 1 Sustainable Management of Natural resources and Part 2 Climate Change

Natural resources are essential for the air we breathe, the water we drink and the food we eat. They enhance the quality of the places where we live, work and visit and provide the landscapes and biodiversity that make these areas special.

Natural resources that are healthy and thriving are also healthier for people, their communities and for the economy, but demands on our natural resources are increasing. If we don't act now to manage our natural resources sustainably, there will be serious consequences that affect us all. We need to change the way we do things so that we continue to benefit from our natural resources now and in the future.

The Environment Act helps us meet this challenge by introducing the sustainable management of natural

resources as a new approach which ensures that the way in which the use of and the impacts on our natural resources do not result in their long term decline. We have learnt from the experiences of our international partners and are using international best practice by for example, implementing the UN Convention on Biological Diversity ecosystem approach, to help Wales lead the way on Sustainable Development. Our aim is to sustainably manage our natural resources in a way and at a rate that meets the needs of the present generation without compromising the needs of future generations and which contribute to the seven well-being goals in the Well-being of Future Generations (Wales) Act 2015.

Part 1 of the Act- S6 Biodiversity Duty requires public authorities to seek to maintain and enhance biodiversity and promote resilient ecosystems. To comply with this duty, public authorities are required to embed consideration of biodiversity and ecosystems into policies, plans, programmes and projects. The Nature Recovery Action Plan for Gwent sets out more detailed guidance on a Gwent wide approach. Complying with the S6 duty will help maximise contributions to the Well-being goals. The Welsh government has published the following guidance:

- Action Plan for Pollinators in Wales 2013
- Action Plan for Pollinators Review 2013-2018 Future Actions action-plan-for-pollinators-review-and-future-actions-en.pdf (gov.wales)
- The Nature Recovery Action Plan 2015
- Natural Resources Wales 2017
- Future Wales the National Plan 2040

Placemaking Guide 2020 – Design Commission for Wales (DCFW)

The DCFW guide is aimed at everyone involved in creating successful places including the local community, urban designers, planners, architects, landscape architects, developers, transport planners, highway engineers and ecologists amongst others. All professions and all individuals involved in planning, designing, developing or managing places need to work together at all stages towards a common placemaking agenda. It is recognised that the nature of places varies across Wales, that rural hamlets are different to town centres and that a woodland can be as much a place as an urban square. The focus of this guide is on settlements at all scales and locations undergoing change or new development.

The theory of understanding place commonly attributes three key components to good places and placemaking should seek to ensure that each of these are addressed:

Activity

The activities that occur in the place supported by land uses, pedestrian and cycle movement, play and social life within the public realm and events.

Physical Form

The physical setting that makes up the place including the townscape, built form, landscape, topography, ecology, microclimate and public realm.

Meaning

The unique features of a place including the context, identity of existing places, unique sense of place, significant built and natural features, cultural associations, sensory experiences, safety and inclusiveness and sense of belonging. Areas that place-making needs to consider are:

People and community

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

Location

Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.

Movement

Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network, and public transport stations and stops are positively integrated.

Mix of uses

Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

Public realm

Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

Identity

The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.

Town centres: position statement, May 2023, Welsh Government

In May 2023, Welsh Government set out the challenges faced by town centres and how they will help to reinvigorate them.

The statement opens by saying that town centres face complex challenges which are sometimes unique to specific places. However, most of the issues faced by struggling towns in Wales can be defined by the combination of the declining town centre and post-1980 out of town development. We need to recognise the complexity of these problems and work together in all sectors across the country to reinvigorate our town centres. This statement sets out the challenges faced by towns as well as the actions the Welsh Government will take to set the foundations for change and enable local delivery to develop our town centres as locations for a range of services, economic enterprise, employment and to be connected communities.

The challenges faced by town centres are identified as:

- Movement of services from town centres to out of town
- Business model issues

- Out of town locations reinforced by private car dependency
- Climate and nature emergencies
- Local capacity to deliver
- The position statement outlined some Welsh Government Actions.

Town centre first policies

The withdrawal of public sector organisations and businesses has contributed to the decline of town centres. The strategic location or relocation of these anchor institutions into town centres will generate increased footfall and consumer spend to support a resilient retail sector as well as creating demand for other services. This will make towns more attractive to inward investment as well as to existing and new businesses.

Policies for out of town and their connectivity to town centres

The basic aim of any policy related to out of town development must be to encourage financial advantage and development opportunities towards the town centre, or to ensure out of town developments are socially and spatially connected to town centres. However, this cannot mean the

large-scale demolition or redevelopment of out of town developments which is neither desirable nor environmentally responsible.

Joined up delivery

As well as the challenges set out above, each town will also be facing other specific issues and opportunities, and an understanding of local context is crucial to determining what type of investment is likely to be most effective in supporting a town's success. The basics for most towns will be similar – such as a decent bus service, a diverse offer of services, good digital connectivity – but how to deliver and prioritise them will differ. There is no straightforward prescription, or one size fits all model. An approach that allows each town to find local solutions that maximise the use of local initiative and knowledge is therefore imperative.

Action – work across government to develop a long-term plan for the location and/or relocation of a diverse range of public services into town centres, supported by the appropriate asset management strategies and associated governance structures of public service bodies.

Action – working across government, understand the revenue and capital spending and procurement frameworks of key public sector institutions (e.g., health, education) to ensure they are aligned with the Town Centre First policy.

Action – establish consortia of social landlords and private developers to enable housing developments in appropriate locations within and around town centres and which follow the principles of placemaking.

Action – the Transforming Towns funding must be targeted at the places where it can support transformational opportunities and under a placemaking plan which has been developed locally across all sectors.

Action – consider options to support the capacity for delivery and the provision of specialist support, including considering the future remit of the Design Commission for Wales.

Action – work with public, social, and private partners to analyse the barriers and identify opportunities to ensure Green Infrastructure and nature-based solutions, using circular economy principles, are embedded, and prioritised in decision-making when undertaking works in public spaces within town centres.

Action – strengthen the implementation of the Town Centre First policy in planning and empower local planners to refuse developments which do not meet the policy and to propose new plans for the adaptive reuse of out of town developments.

Action – our guidance for the preparation of Regional Transport Plans (RTPs) will require Corporate Joint Committees (CJCs) to consider wider policies including Town Centre First.

Action – we will explore a fair and equitable 'benefits and charges packages' approach to introducing any new demand management schemes, looking at ways to improve services before charges or introduce lower fares when charging starts.

REGIONAL

West Cheshire NE Wales Sub Regional Spatial Strategy (2006)

Whilst of its time, this collaborative, cross-border work recognised the lack of relevance of the national boundary where considering how the sub-regional economy functions, and gave Flintshire a principle role as a sub-regional economic hub. Many of its objectives are still relevant as a basis for the Local Development Plan (LDP), particularly as this partnership working continues as part of the Mersey - Dee Alliance.

Mersey Dee Alliance (MDA) - The Council is also a key partner in the MDA, which was born out of recognition of shared economic, social and environmental interests across the West Cheshire, Wirral and North East Wales area. The Alliance was formed in April 2007 and comprises Cheshire West and Chester, Flintshire, Wrexham and Wirral, together with Chester University, Wrexham Glyndwr University, the Welsh Government and Mersey Travel. Whilst sitting either side of a national boundary, the Mersey Dee Growth region has been recognised as a single economic sub-region, with a population close to 1 million. The MDA's role is to enhance the profile and identity of the North East Wales / North West England border region and maintain and develop the region's competitiveness.

It has published a number of strategies including Sub Regional Spatial Strategy (2006- 2021). The recently published Mersey Dee Growth Prospectus – Unlocking Our True Potential sets out the transport infrastructure investment required to unlock the economic growth potential in addition to and complementary to rail investment identified in the Growth Track 360 prospectus. The prospectus identifies Strategic Development sites including Warren Hall and Northern Gateway, due to their strategic locations and potential for significant growth.

North Wales Economic Ambition Board (Growth Vision & Development Bid)

The North Wales EAB developed a Growth Vision for the economy of North Wales in 2016 that aims to:

- Improve the economic, social, environmental and cultural well-being.
- Support and retain young people in the region's communities.
- Address worklessness and inactivity across the region.
- Support and enable private sector investment in the region to boost economic productivity and to improve economic and employment performance.

These will be delivered through specific plans relating to infrastructure, skills and employment and supporting business growth. The North Wales Growth Vision will create thousands of jobs, boost the economy, improve transport and digital communication links, focus on renewable energy, support tourism and more. In broad terms, the vision is to grow the value of the economy by 2.8% per annum to £20 billion and to create over 120,000 new job opportunities. The Bid consists of a series of projects under eight programmes and key projects in Flintshire include supporting strategic employment sites at Warren Hall, Broughton and Northern Gateway, Deeside and delivering an Advance Manufacturing Centre.

North Wales Regeneration Plan 2018-2035

This strategy sets out a shared vision and objectives for cohesive public sector regeneration investment and activity in North Wales until 2035. The shared vision statement is set out below.

The strategy provides guidance on how available funding should be prioritised, and helps to align the regeneration process with other initiatives to support economic growth, including the North Wales Growth Deal. It also aims to ensure that economic opportunities are available to as many people and communities as possible across the region.

"By 2035 North Wales will experience reduced inequality, increased employment, modernised town centres, an improved housing offer, a stronger visitor economy, a resilient rural economy, and improved health for local people."

Objectives

The North Wales Regeneration Strategy seeks to:

- **Reduce inequality** – by helping more people to share the benefits of future growth, with a particular focus on supporting those with the lowest household incomes to access opportunities.
- **Increase employment** – creating opportunities for employment through regeneration projects.
- **Modernise town centres** – by building on their role as centres for local economic opportunity, service provision and social inclusion. Recognising their role in the foundation economy and helping them to adapt to economic change.
- **Develop the rural economy** – helping to create sustainable rural communities through access to economic opportunities and access to services.
- **Improve the housing offer** – by ensuring that development takes place where there is demand, providing good quality housing options for existing residents, young people and for people locating to the area.
- **Strengthen the visitor economy** – through building on the tourism offer and strengths that exist in the region including the adventure and heritage tourism markets as well as providing an attractive location for major events at regionally important venues such as Parc Eirias and Wrexham Racecourse. By encouraging more visitors to North Wales and providing modern town centres, we will increase visitor footfall to our towns and spend within the local economy.
- **Improve the health of local people** – by creating places that promote physical activity, by providing quality environments and green space and by tackling poverty in our most excluded communities.

**People Strategy & Plan Stronger Together,
Betsi Cadwaladr University Health Board.**

The Health Board's vision is to create a healthier North Wales, with opportunities for everyone to realise their full potential. This means that, over time, the people of North Wales should experience a better quality and length of life.

This vision is informed and shaped by the Welsh Government (WG) plan "A Healthier Wales", our own strategic overview document "Living Healthier, Staying Well", and our evolving Clinical Services Strategy, in North Wales. The Covid-19 Pandemic has had a huge impact in many ways:

- Supporting individuals in North Wales with Covid-19 and/or symptoms of Covid-19.
- The impact upon those without Covid-19 who have experienced delays in treatment because of the need to deal with the Pandemic.
- The impact upon our staff, who have delivered a magnificent response over 2 years of continual Pandemic conditions.
- It has limited our ability to deliver some of our previously stated development priorities, through the need to reprioritise.

- It has reminded us all, if a reminder was necessary, that we will need to respond differently to the challenges of delivering healthcare in a sustainable way going forward.

These impacts have heavily influenced our priorities for the coming years.

The Integrated Medium Term Plan (IMTP), and associated appendices, of which this People Strategy & Plan is one, lays out how we will do this by prioritising key areas of development that we will deliver with the resources available to us. The detail surrounding the actions we will undertake in the coming year with the IMTP also sets out, in indicative form, how we will build upon our actions in 2022/23 during 2023/24 and into 2024/25. The majority of our focus for 2022/23 is upon:

- Returning to full core business, including addressing the pandemic-related backlog of work, and
- Consolidating developmental work that has already begun but not yet finished, including work to deliver against the WG Targeted Intervention framework.

Actif North Wales, 10 Year Strategy – 2023-2033

Actif North Wales is the first regional physical activity and sports partnership to go live in Wales. We are made up of a wide range of organisations that have joined together to agree to work differently to achieve a shared purpose of more active communities in North Wales.

It strongly supports a whole systems approach to achieving a more active North Wales, building on the region's reputation for working collaboratively across sectors to deliver whole systems change.

This means working with communities and stakeholders to understand the challenge and to identify and test solutions working across sector, organisational and place boundaries to achieve long lasting improvements to health and wellbeing.

Its Vision is "**Everyone In North Wales Being More Active, Leading Healthier And Happier Lives**".

Its Mission is "Everyone In North Wales Has Access To Safe Spaces And Places And Diverse Opportunities To Be Active Every Day"

Its framework for action is centred on four priority areas:

ACTIVE PEOPLE

Create and promote opportunities for everyone to be active.

Aim: To work with partners to grow and promote opportunities across a range of settings to help people of all ages and abilities to be active in their local area, as individuals, families and communities.

What we'll do:

1. Review current local opportunities to support people to be active.
2. Test and grow new opportunities that help people to be active in their local area.

ACTIVE ENVIRONMENTS

Make the best use of local places and spaces to be active.

Aim: To test new ways of working at a local level to provide opportunities for people to be active in their locality by taking a place-based approach'.

What we'll do:

1. Pilot 'place-based approaches' in agreed localities (based on data and insight) across the region to:
 - Better understand the barriers and challenges people face to being active.
 - Co-create and co-develop interventions with the people living in the locality to grow opportunities for them to be active.
2. Support and help existing voluntary grass roots and community activity providers to survive and thrive, and those with capacity to do more to grow opportunities locally.
3. Map local places and facilities that can be used to help achieve our aims and inform future planning and facility development.

ACTIVE SOCIETIES

Sustain, maintain and grow by listening to, supporting and working with communities to make 'being active' the norm.

Aim: To use our regional platform and work with partners to connect with the population, raising the profile of the wider benefits of being active to different and diverse audiences.

What we'll do:

1. Lead communication campaigns and awareness days by showing real people being active in a way that works for them, so others can see people like them moving more and enjoying the benefits.
2. Review the current workforce across the region and map future needs (workforce and support) to deliver the strategy.

ACTIVE SYSTEMS

Multi sector engagement, coordination and collaboration.

Aim: To raise the profile of the Actif North Wales joint strategy and shine a light on the wider benefits of being active to embed it in policy and practice across the region.

What we'll do:

1. Develop a co-ordinated communications plan with partners to collectively highlight the wide benefits of being active.
2. Test new ways of working across the region, to unite sectors to commit to driving system level change.
3. Review data, evidence, and insight across sectors.
4. Use the strategy to target additional investment opportunities into the region.

LOCAL

Council Plan, 2022-23, Flintshire County Council

The priorities for Flintshire as a County are set by the Council and its local public sector partners. We work together as a Public Services Board (PSB) combining our resources for the benefit of Flintshire. Working to the principles of the Well-being of Future Generations (Wales) Act 2015, the Council works collaboratively with local public sector partners as a Public Services Board. The Flintshire Public Services Board is at the heart of promoting a positive culture of working together, setting shared priorities and combining resources for the benefit of Flintshire, with an overall aim of improving local well-being.

The Plan sets out the Council's priorities under six themes:

- Poverty
- Affordable and Accessible Housing
- Green Society and Environment
- Economy
- Personal and Community Well-being
- Education and Skills

The priorities for the Flintshire Public Services Board in 2022/23 are:

- Community Safety – People are Safe
- Healthy and Independent Living

A Placemaking approach will cover many of the Council's themes outlined above, but a major area of focus for places like Holywell will be centred on the economy. Within this theme, the Council wishes to regenerate and re-invent its town centres, with its achievements to be measured by:

- Monitoring the health and vitality of town centres to support effective management and business investment decisions – by March 2023
- Encouraging and support investment in town centre properties especially to facilitate more sustainable uses – by March 2023
- There is also a link to Affordable and Accessible Housing
- Improving the environment in town centres – by March 2023
- Supporting the growth of community enterprises in town centre locations – by March 2023

Flintshire and Wrexham Well-being Plan 2022-23

The Public Services Board is where public sector organisations across Flintshire and Wrexham come together. We are working with our communities to change how we do things, to make sure we will be able to face the challenges ahead such as the climate and nature emergency, and how we ensure good mental health and wellbeing for all.

After working in partnership throughout COVID, the Public Services Boards of Flintshire and Wrexham have now come together as a single body. We are committed to working with energy and enthusiasm and listening to others. This means involving our communities, so they are always at the heart of our service design and the delivery of our services. This way, everyone can benefit fairly from our resources, our assets and accessible services. We are stronger together.

We have a strategic partnership with a strong focus on taking a shared approach to learning, decision-making and action. Together, our organisations employ lots of local people. Every member of the PSB is an anchor institution, here for the long term and working for our area, looking at how we use our resources better to build a fairer, healthier place. And how we can actively use our spending power to power the local economy and build well-being.

Flintshire and Wrexham Public Services Board		
		OBJECTIVES
		OUTCOMES
Build flourishing communities by reducing inequalities across environment, education, employment, income and housing.	Improve community well-being by enabling people of all ages to live safe, healthy and independent lives.	
Ensure children and young people will thrive through making the most of new skills, training and learning opportunities.	Children and Young People	Ensure there is a joined up approach across the public sector to prevention and early intervention for all children and families
Mobilise everyone's skills and talents to tackle climate change and the nature emergency and build a strong, fair sustainable local economy.	Our Communities	Innovate with communities to build good mental health and wellbeing
Strengthen the connection between PSB organisations and their staff who work and live in our communities.	Where we work	Ensure that the PSB deeply understands the needs and resources of our communities

The main thematic and outcome area for the Well-being Plan is "Our Communities" which is focussed on mobilising everyone's skills and talents to tackle climate change and the nature emergency and build a strong, fair, sustainable local economy. The Plan states that we must seize the opportunity to build a sustainable local economy, working across our region and across the border to grow local business, improve biodiversity and focus on developing green skills and infrastructure. This will help to mitigate the effects of climate change, adapt our communities to the impacts of a changing climate and support improved well-being outcomes.

It also identifies green skills as being a significant proportion of the future jobs market and so we need to provide the opportunity for everyone in our communities to get involved with the huge and varied opportunities in this sector. Active travel is also seen as being key to accessing a good range and quantity of well-paid, stable employment opportunities available, with the PSB promoting the idea of the 20 minute neighbourhood where jobs, facilities and shops are easier to reach without sitting in congestion.

Climate Change Strategy, 2022-2030, Flintshire County Council

The climate is changing and while it has always changed through natural environmental processes, it is now widely accepted that human activity is affecting the climate on a scale that is having detrimental effects on all living things. The Paris Climate Change Agreement 2015 recognised the need to accelerate actions and invest to reduce impacts on the environment. If we do nothing, the potential implications will be detrimental to our communities through risk to health and well-being, flooding, extreme heat, disruption to infrastructures in energy, transport and industry.

The Council supports the declarations made by Welsh Government for the Public Sector to become carbon neutral by 2030, and in Dec 2019 the Cabinet Members approved a motion to develop a clear Climate Change strategy which will set key aims and actions for creating a carbon neutral organisation. The Council was responsible for greenhouse gas emissions of 46,434 tCO2e in 2018/2019 from the services it delivers, the buildings it operates and the goods/services it purchases. There are a number of actions the Council can take to reduce its organisational greenhouse gas emissions and this document sets out the Council's first step goals and actions to become a net zero carbon organisation.

The theme objectives centre around buildings, mobility and transport, procurement, land use and behaviour. The actions identified within each of these themes have had input from Members, the public, and Council employees in order to deliver a pathway that is both ambitious and achievable with the right investment, resource, collaboration and leadership.

The Council has identified aims within each of the key objective themes. Each of these objectives has a number of wide-ranging actions. The reduction aims are based on the 2018/19 baselines for each theme.

Net Zero Carbon by 2030

Buildings: 60% reduction in emissions by 2030 and adaptation measures

Mobility & Transport: 80% reduction in emissions by 2030

Procurement: 60% reduction in emissions by 2030

Land Use: increase carbon absorption and maintain biodiversity

- Cut emissions from heating and electricity in new and existing Council buildings
- Design buildings for net zero carbon, adaptation and biodiversity
- Investigation and alleviation of floods
- Invest in renewables

- Convert fleet to electric/ alternative fuels
- Invest in electric charging infrastructure
- Deliver employee schemes in cycles and ultra low emission vehicles
- Support agile working practices

- Ensure carbon is included throughout the procurement process
- Work with our suppliers to develop carbon neutral working practices

- Calculate accurate baselines for carbon absorption and habitat richness are achieved
- Further develop carbon absorption and enhancement of habitats
- Further develop renewable energy opportunities

Behaviour: climate change is considered in all decision making.
Members and employees are trained and aware of their responsibilities

Supporting Nature in Flintshire – Our plan to maintain and enhance biodiversity under the Environment (Wales) Act 2016

Supporting Nature in Flintshire is Flintshire's second plan for maintaining and enhancing biodiversity in the county. The Council made good progress in 67% of the target areas under its 2016–2019 plan and are progressing our work in 2020 in a stronger position having continued to secure a number of grants for action for nature and to increase our Biodiversity Officer position to full time. Flintshire have been instrumental in ensuring the continuation of the Regional Nature Partnership (Bionet) which will be an essential tool in the development of a Local Nature Recovery Action Plan, in implementing targets from the National Nature Recovery Action plan, priorities from the Area Statements and wellbeing objectives.

Our plan is ambitious. It will involve working across council departments, driving change which will have multiple benefits and promoting new ways of thinking and working. There will be particular links with the Carbon reduction program and the emerging priority area of climate change.

The plan discusses grassland and common land, woodland and trees and also the importance of rural and green infrastructure which forms part of place making plans.

Rural and Urban Green Infrastructure

There are many undesignated sites and scattered fragments of habitats, which have nature conservation value and are essential for nature. This forms our green infrastructure. It includes streams and small pockets of wet woodlands, old hedgerows, acting as corridors for wildlife in otherwise species-poor fields; ancient woodlands hosting hundreds of species including bluebells. Combined, these habitats provide for our more common and rare species such as Sand Lizards, Natterjack toads, Bats, Dormice, Otter, Great Crested Newts and thousands of wading birds on the Dee Estuary. Most urban areas within the County incorporate informal 'green space' which is important for wildlife and recreation. Many of these are the legacy of old industrial or mineral workings, which have developed natural flora and are the home for numerous insect species. Greenfield Valley, Holywell and Wepre Park, Connah's Quay are particularly valuable 'wild spaces'.

Flintshire Housing Strategy & Action Plan, 2019-2024

The Council has identified three strategic priorities for the next 5 years, which they believe will provide the right framework for delivering homes, supporting people and promoting sustainability of place. These are:

- Priority 1: Increase supply to provide the right type of homes in the right location;
- Priority 2: Provide support to ensure people live and remain in the right type of home; and
- Priority 3: Improve the quality and sustainability of our homes.

The Housing Strategy priorities align with those set out in our Regional Homelessness Strategy and the Local Action Plan, as well as the Regional and Local Commissioning Plans for Supporting People. These strategic documents have been developed in conjunction with each other to ensure all delivery is complimentary and the delivery principles are shared, including:

- The prevention of homelessness;
- That suitable accommodation is and will be available for people who are, or may become homeless;
- That satisfactory support is available for people who are, or may become homeless.

On key quality housing facts

- 10.1% of occupied dwellings in the private sector across Flintshire contain a household which is in fuel poverty
- 1.6% of private dwellings do not have central heating
- A quarter of private rented dwellings fail the decent homes standards
- 30% of excess cold hazards can be remedied with an intervention that savings to the NHS will offset within one year
- The tenures with the highest percentage of dissatisfaction with the state of repair of their property is in the Council housing stock and private rented stock (2014)
- The Council and Welsh Government are investing £50m in the Welsh Quality Housing Standards addressing the levels of disrepair in the Council housing stock (due for completion in 2020)

The vision for the Housing Strategy is:

"To work in partnership with key stakeholders to inform and deliver the right type of quality housing and the most appropriate support to meet the housing needs of our population."

**Flintshire Local Development Plan 2015 – 2030,
Adopted Plan, 24th January 2023**

The LDP follows on from the adopted Unitary Development Plan (2000-2015) and covers the period 2015 to 2030. The Council has prepared its adopted LDP in accordance with national Planning Policy and guidance. The plan provides a clear land use planning framework to address issues and opportunities facing Flintshire, aiming to provide certainty for its communities and a sound and consistent basis for making planning decisions.

The aim of the plan is to enable the delivery of sustainable development in a manner that balances all of the Well-Being requirements in a sensible and proportionate way, to allow the right development to occur in the right places.

The plan's policies (strategic and detailed) and proposals are organised within a themed approach comprising the following:

- Creating Sustainable Places and Communities
- Supporting a Prosperous Economy
- Meeting Housing Needs
- Valuing the Environment

The main planning challenges identified are:

- The needs of a growing but ageing population with specific housing needs, and a general need for more affordable housing.
- The need to ensure a supply of diversely skilled labour to meet the job growth and economic ambitions of the County.
- A strong and prosperous economy, that acts as a driver and hub for the wider economic sub-region.
- Supporting infrastructure, including housing, to meet this growth ambition.
- A mix and type of housing to meet the range of needs and aspirations of communities.
- The need to locate development in the most sustainable locations, and for it to be viable and deliverable.
- The need for some development in rural communities to help retain community vitality.
- Development that is functional, well designed, reduces its carbon footprint, and mitigates and adapts to climate change.
- Sustainable and cohesive communities, recognising the role and function of our urban area, market towns, villages, and rural hamlets within the sustainable settlement hierarchy, and the relationships between them.

- Improved transport infrastructure and facilities which offer improved modal choice and accessibility to communities.
- The protection and enhancement of our natural, built, and historic environment, its character, quality and diversity, and local distinctiveness.
- Opportunities for the people in our communities to lead active, healthy, safe and secure lives.

LDP's Vision is

"The LDP is about people and places. It seeks to achieve a sustainable and lasting balance between the economic, social, and environmental needs of Flintshire and its residents, through realising its unique position as a regional gateway and area for economic investment, whilst protecting its strong historic cultural heritage and natural environment".

The LDP Objectives are defined as follows:

Enhancing Community Life

1. Ensure communities have access to a mix of services and facilities, such as education and health, to allow community life to flourish, and meet the needs of particular groups such as the elderly.
2. Encourage the development of town and district centres as the focus for regeneration.

3. Promote a sustainable and safe transport system that reduces reliance on the car.
4. Facilitate the provision of necessary transport, utility and social / community infrastructure.
5. Facilitate the sustainable management of waste.
6. Protecting and supporting the Welsh Language.
7. Create places that are safe, accessible and encourage and support good health, well-being and equality.

Delivering Growth and Prosperity

1. Facilitate growth and diversification of the local economy and an increase in skilled high value employment in key sectors.
2. Support development that positions Flintshire as an economically competitive place and an economic driver for the sub-region.
3. Repurpose the role and function of Flintshire's town centres as vibrant destinations for shopping, leisure, culture, learning, business and transport.
4. Ensuring that Flintshire has the right amount, size, and type of new housing to support economic development and to meet a full range of housing needs.

5. Ensure that housing development takes place in sustainable locations where sites are viable and deliverable and are supported by the necessary social, environmental and physical infrastructure.
6. Promote a diverse and sustainable rural economy.
7. Support the provision of sustainable tourism development.

Safeguarding the Environment

1. Minimise the causes and impacts of climate change and pollution.
2. Conserve and enhance Flintshire's high quality environmental assets including landscape, cultural heritage and natural and built environments.
3. Maintain and enhance green infrastructure networks.
4. Promote good design that is locally distinct, innovative and sensitive to location.
5. Support the safeguarding and sustainable use of natural resources such as water and promote the development of brownfield land.

The LDP sets out a series of sustainable policies which the Place Making Plan needs to respond to. These are:

- Creating Sustainable Places and Communities

- Supporting a Prosperous Economy
- Meeting Housing Needs
- Valuing the Environment

The creation of sustainable places is an important principle that underpins the strategy of the LDP. Sustainable places are created from a balance of environmentally friendly, economically vibrant, and socially inclusive characteristics, that aim to benefit not only current inhabitants but also future generations.

The aim of such places is that they:

- Meet the needs of all members of their community;
- Provide access to opportunities;
- Make available services, infrastructure, and support;
- Provide a range of quality, affordable housing;
- Are resilient and adaptable to change;
- Comprise high quality development and spaces;
- Are distinctive and have a sense of place;
- Are attractive, sociable, accessible, active, secure, welcoming, healthy and friendly;
- Have considered global through to local issues and considerations;

- Consider the context, function and relationships between a development site and its wider surroundings.

PE7: Retail Hierarchy

Retail, leisure and commercial development will be directed towards the following hierarchy as identified on the proposals map.

Proposals will be supported where they are appropriate in scale and type for a particular centre.

Tier	Centre	
Town Centres	Buckley, Flint, Holywell, Mold, Shotton	
District Centres	Connah's Quay, Queensferry, Saltney	
Local Centres	Bagillt – High Street	Ewloe – The Highway
	Broughton – Broughton	Ewloe – Holywell Road
	Hall Rd	Flint – Northop Road
	Buckley – Lane End	Garden City – Welsh Road
	Caergwrle	Greenfield – Parade
	Caerwys	Hawarden Holywell – Holway
	Connah's Quay –	Hope Mostyn – Maes
	Thornfield Ave	Pennant
	Connah's Quay – Englefield Ave	Mynydd Isa – The Square
	Connah's Quay – Ffordd	Penyffordd / Penymynydd
	Llanarth	Holywell – Aston Park Road
		Holywell – Central Drive

Some Place based specific policies to outline include:

STR9: Retail Centres and Development

Retail developments will be guided by the County Retail Hierarchy. This approach will seek to maintain and enhance the vibrancy, viability and attractiveness of Flintshire's town, district, and local centres, supporting the delivery of appropriate comparison and convenience retail, office, leisure, entertainment and cultural facilities.

Retail centres will be the preferred location for new retail, leisure, office, social and other town centre uses. Major development will need to comply with the 'town centres first' principles within PPW in terms of the Needs Test, Sequential Test and Retail Impact Assessment.

Given the changing role of town centres, both Town Centre and Primary Shopping Areas are defined in recognition of the need for a degree of flexibility in maintaining occupancy and footfall, and to enable a tailored approach to be taken for each centre having regard to health checks, masterplans and action plans.

Holywell Town Council – Business Plan 2022-2027

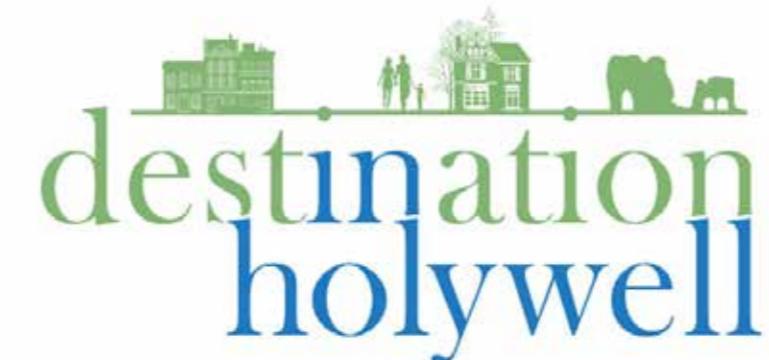
This is Holywell Town Council's fourth Business Plan. The Plan sets the Council's vision, objectives and key projects for the next five years 2022-2027 taking the Council up to the next Local Government Elections. It is the Council's intention to produce a new plan at the beginning of each new electoral term.

The plan builds on the successes of the earlier plans and will only be realised if the collaborative and partnership working continues with a number of stakeholders including Flintshire County Council, Holywell Business Group, Community Organisations, Cadwyn Clwyd and other groups. The Council reviewed its committee structure and terms of reference at the Annual Meeting in May 2022. Each of the listed projects are sponsored by one of the committees and its members.

Notable key projects which feature include the reopening of the former Holywell Junction Railway Station which closed in 1964, enhancement of active travel links, improving the transport infrastructure, and enhanced town centre features.

Strategic Objective

"Engage with key stakeholders and the local community to develop and actively promote the town and wider area as a high-quality visitor destination and a place to live, work and shop. Make full use of the unique heritage and tourism opportunities that exist within its area."



Key Priorities

1. Linking the town with Greenfield Valley, Greenfield Dock, Wales Coast Path and Heritage Park, Greenfield Business Park and Industrial Estate and the Holy Well. Initial suggestions include a main railway line train station and metro service at Greenfield, cycle path from the coast path, shuttle and community bus services, encompassing active travel arrangements.
2. Establishing Holywell as a quality visitor destination and premier town centre events venue. Setting up of community tourist information points and arrangements for leaflet distribution to them. Developing the Council's website and social media platforms. Developing links with Greenfield Valley Trust and St. Winefrides Well.
3. Maintaining the provision of assets including public toilets in the town and ensuring adequate space at agreed locations for car parking, including some electric car charging points.
4. Regenerate the Holywell and Greenfield communities, aligned to Flintshire County Council's Development Plans.
5. Co-ordinated joint working between the County Council and Town Council. Improve and develop community engagement with local businesses and community groups with an emphasis on building partnerships.
6. Maintain other service priorities such as grants, contributions, health and safety, governance, finance and business processes and facilities management.

Key Themes**TRANSPORT LINKS**

- Greenfield Railway Station
- Active Travel
- Shuttle Bus and Community Bus

QUALITY VISITOR DESTINATION

- Tower Gardens Events Area
- Museum
- A55 and Gateway Signs
- Tourist Information Points
- Visitor Engagement
- Greenfield Valley
- St Winefride's Well/St James Parish Church

COMMUNITY DEVELOPMENT & ENGAGEMENT

- Public Toilets
- Open Spaces – Gardens, Woodlands

REGENERATION

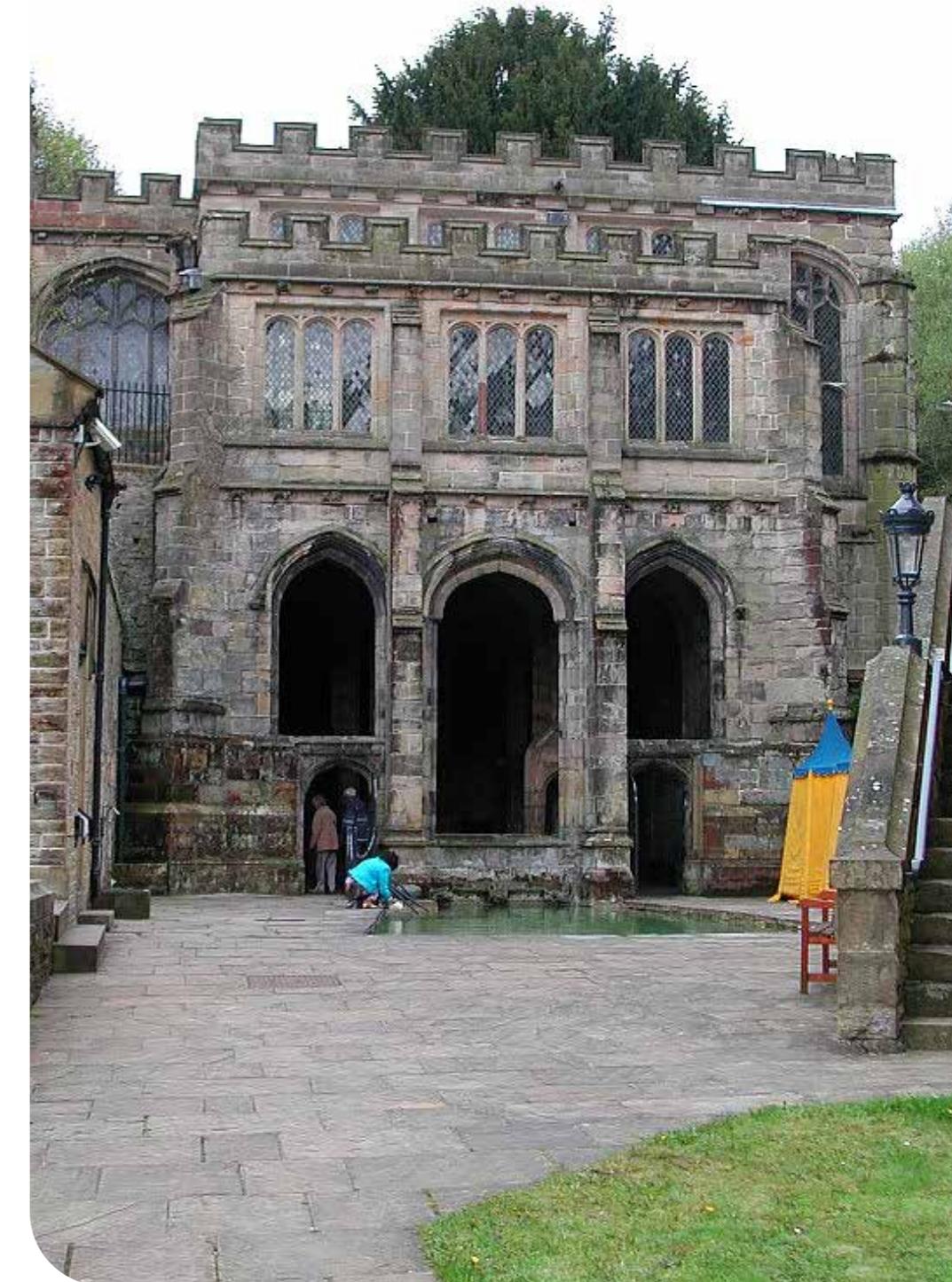
- Encourage stallholder attendance and diversity at the town's weekly market
- Enhanced town centre and local community features
- Car Parking/Car Charging Points
- Water Refill Stations

COORDINATED JOINT WORKING WITH PARTNERS

- Flintshire County Council, Business Group, Local MP/MS, North Wales Police, Community Groups

MAINTAIN CORE SERVICE PROVISION

- CCTV Services in the town centre
- Grants and Contributions – Play Equipment and Local Organisations
- Support for Play Schemes



COMMUNITY AND ECONOMIC PROFILE



Population

9,200 live in Holywell Community
(Census 2021)



Age Distribution

Holywell demonstrates a slight drop in the number of individuals in the 20-34 age bracket (17.7%). Although, not significantly different to Wales (18%) it is much lower than England and Wales (19.5%). Holywell's lower figure may be attributed to outward migration of young working age people. The population of 50-64-year-olds in Holywell (20.8%) is in line with that of Wales (20.5%).



Language

The statistics indicate that Holywell residents are less fluent in Reading, Speaking and Writing Welsh (12.6%, 12.7% and 10.3% of residents who can read, speak, and write respectively) than the general Welsh population of those who can (17.3%, 17.8%, and 15.2%).



Housing

The proportion of household homeownership in Holywell (59%) is lower than that of Wales (66.1%), and England and Wales (61.6%). The second most common type of tenure found in Holywell is 'Social Rented Homes' (24.6%). The proportion of socially rented houses in Holywell is significantly larger than that of Wales (16.5%), and England and Wales (17.1%).



Occupations

The number of residents in Holywell at senior levels or in professional occupations is lower than that in Wales and, England and Wales. 8% of the Holywell population have described themselves as managers, directors and senior officials compared to Wales (10.5%) and England and Wales (12.8%).



Crime

UK Crime statistics demonstrate that the high street is disproportionately affected by anti-social behaviour (80 incidents) compared to the national average (20). Shoplifting and violent and sexual crimes are also significantly prevalent at 83 incidents compared to the national average of 40 crimes.



Occupations

Holywell has a larger proportion of its residents in more skilled/labour roles. 13.3% of its residents are in caring, leisure and other service occupations compared to 11.2% of the total Welsh population. 13.3% of the working population in Holywell account for process, plant and machine operative roles compared to 7.9% in Wales and just 7.0% in England and Wales.



Vehicle

The proportion of households without a car in Holywell (22%) is greater than in Wales (19.4%) but fewer than in England (23.3%). The most common form of travel to work in Holywell is by car and van (64.9%), it is also most common for Wales (56.5%) and England and Wales (45.1%) but at a lower proportion. Cycling appears to be significantly less popular in Holywell than in Wales, which is most likely attributed to the changing elevation levels within Holywell.



Qualifications

There are higher levels of individuals 16+ with no qualifications (23.4%) compared to Wales (19.9%) and, England and Wales (18.2%). The town also has higher proportions of individuals with level 1 and entry-level qualifications (11.2%) as their highest level of educational attainment compared to Wales (8.7%) and England and Wales (9.6%). Similarly, 16.1% of the residents above 16 in Holywell had Level 2 qualifications as their highest level of attainment compared to 14.4% in Wales. Holywell has a significantly lower proportion of residents with level 4 qualifications or above (23.4%) compared to Wales (31.5%) and England and Wales (33.8%).



Health

44% of Holywell residents rate their health as very good compared to 46.2% of Welsh people, with those rating themselves having 'bad health' or 'very bad health' at 5% and 1.9% respectively compared to Wales at 5.3% and 1.7%.



Economic Activity

The proportion of the economically active (excl students) of Holywell (55.4%) appears to be slightly higher than that of Wales (54.4%). Both of these are lower than England and Wales (58.3%). The economically inactive of Holywell account for 42.6% of the population. This is lower than Wales at 43.5% but more than England and Wales (39.4%).



Travel

41.5% of the Holywell working population travel more than 10km to go to work compared to 24.1% of Wales and just 19% in England and Wales, suggesting limited local employment opportunities, whilst only 14.2% of the population in Holywell working from home compared to 25.6% in Wales.

COMMERCIAL OFFERING AND VACANCIES

Commercial Opening Hours

The town centre is compact, but vibrant and diverse with many shop units occupied providing independent or local retailers, with a few national names such as Iceland. The High Street offers a number of services such as The Post Office, solicitors, estate agents and florists alongside a number of independent clothes shops, beauty salons and a pet supply shop can also be found.

The town centre, hosts Holywell's weekly market every Thursday and contains a small parade of shops, which are well occupied and offer good frontage to this space making it feel welcoming and safe. There are three vacant units, one of which is the larger corner unit, filling this unit would enhance the entrance to the area.

On the High Street there are approximately 26 vacant units, which are a mix of to let and for sale. The units towards the Cross Street end of the High Street are more dilapidated and do impact on the visual appeal of this section of the High Street.

The town centre operates a 8am – 5pm model on the whole with some variances being seen across the larger food retailers located adjacent to the High Street.

Whilst there are a couple of public houses and some takeaways, the night time economy on the High Street is limited.

Rateable Values

We have compared the base rates adopted in Holywell to neighbouring competitive locations, where occupiers are likely to consider and compare when looking to operate a business in the area. The base rates applied across the three locations are fairly consistent with Mold having the highest range considering its stronger market dynamics. The comparable evidence identified highlights that a significant level of stock falls below the £12,000 threshold where occupiers benefit from small business rates relief and therefore, spaces become a lot more affordable and accessible.

We also recorded the movement of rates from the 2017 assessment and the most recent 2023 assessments, which come in to affect from 1st April 2023. For Holywell, rates appear to be falling slightly reflective of the weaker market segment performance over the past 5 years or so.

Business Rentals and Comparable

Retail lettings in Holywell itself are limited over the last 3 years, with the majority of evidence being focused around Flint and other local surrounding markets. The High Street of Holywell is made up of small, principally local, retailers and service-led businesses, interspersed with some national occupiers such as The Post Office.

There have been two retail lettings in Holywell High Street, both dating back to late 2020 that evidenced very similar rates of £8.60 and £8.93 per sq ft on a flat rate basis, and £14.25 and £15.63 per sq ft ITZA (In Terms of Zone A); these lettings set the tone for rental values in the area for small manageable retail units.

Retail/SF ITZA	Offices/SF	
Buckley	£17-£19	£5.5-£9
Holywell	£13-£18	£5.5-£8
Shotton	£15-£18	£5.5-£8
Mold	£17-£28	£6-£10
Flint	£15-£18	£5.5-£8

In addition, there is currently one retail premises at 13 High Street that is currently on the market with asking values that equate to £10.48 per sq ft flat rate and £22.56 per sq ft ITZA which appears to be above the general tone for this location.

When all local evidence is dissected, retail transactions evidenced a range of between £6-£10/SFT on a flat rate basis. However, when discounting the lowest rate achieved at Church Street in Flint, as this was a substantially larger retail premises that is expected to attract reduced flat rate values, the range was much tighter of between £8-10/SFT and is more reflective of the general market tone for Holywell for manageable sized stock.

Retail lettings when considered on an In Terms of Zone A (ITZA) basis show a range of £14-£21/SF. Prime ITZA rents in the Holywell region are being achieved in local High Street locations and the main retail core, which demanded rates of up to £21/SF.

Commercial Yields And Comparisons

There have been no investments sales, with tenants in situ in Holywell and only one in the town of Flint. The sale was a Freehold Pharmacy Investment transaction. The Property was sold prior to auction in November 2022 at £280,000 reflecting a gross initial yield of 9.29% and in the region of 9.01% after typical purchaser's costs. The Property was entirely let to Boots UK Limited on a new 5 year lease at an annual rent of £26,000 pax.

Whilst there is little to no recent evidence demonstrating yields in Holywell, it is reasonable to assume that they will fall in line with the tone for investments across the Flintshire region, which currently sit at between 8% and 10% for the majority of general investment stock, with 8% reflecting more secure investments and yields pushing out towards 10% for those with less favourable characteristics, occupier covenants and lease terms.



Mix of Uses and Activities

The charts alongside and overleaf show the mix of uses and activities within the Town Centre boundary.

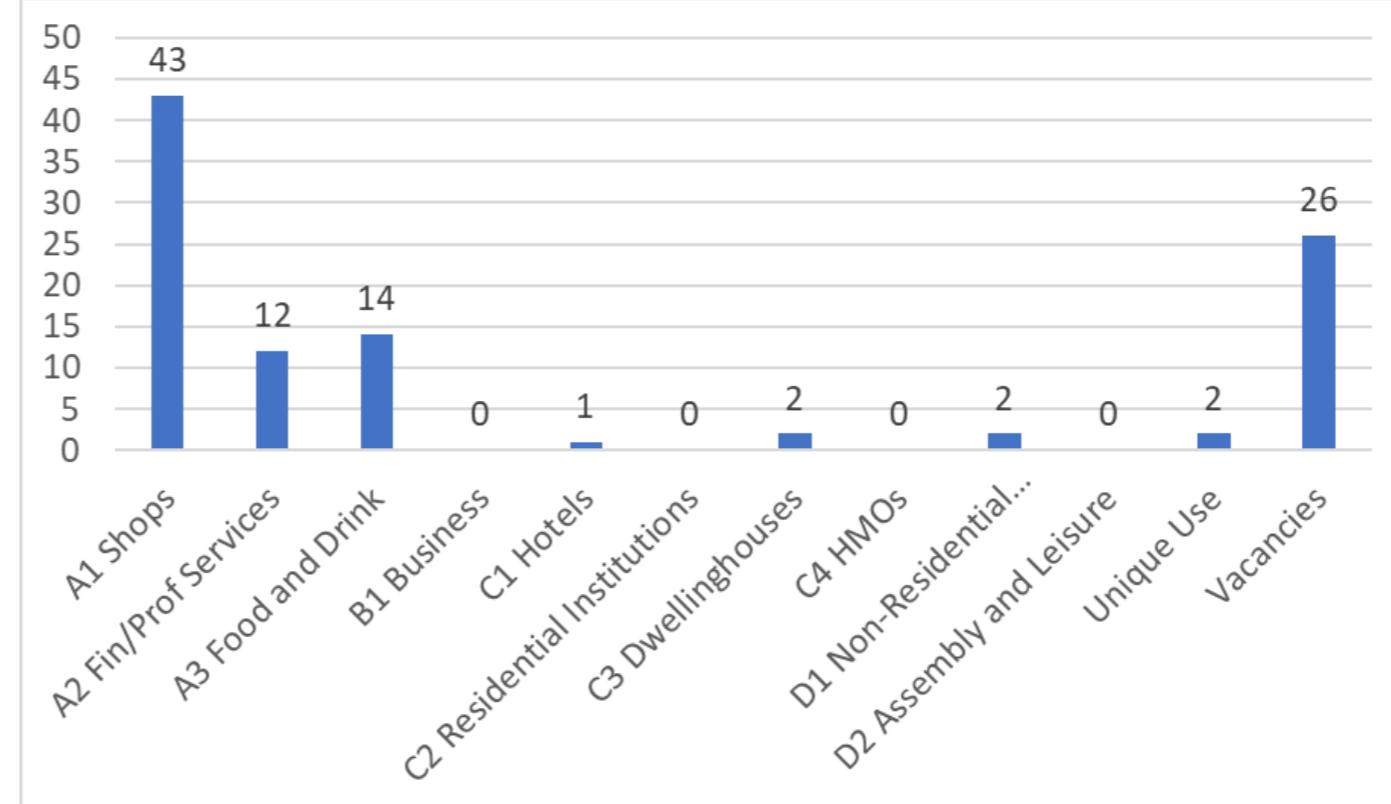
Figure 3 shows us the strong service nature focus of the town centre area which follows the UK trend, with health and beauty, estate agents and other professional services and takeaway outlets representing 44% of all town centre uses. Notably, a number of banks have closed in the High Street with only Santander remaining.

Convenience is mainly represented by Tesco, Lidl, Iceland and a small convenience store. Local food stores like the butchers and greengrocers haven't managed to compete with larger stores. Comparison shopping is weak in relation to clothing and fashion with the main representation being gifts and cards, florists and garden. The only national comparison retailers are Home Bargains and Peacocks (although this is due to close).

Looking closely at the uses, food and drink is mainly represented a number of public houses, cafes/coffee shops and by takeaways. The only restaurant is the Indian restaurant on Whitford Street. The need for a wider breadth of food provision that brings life to the town centre, daytime and evening, is important for creating an environment that supports pavement-based activity naturally increasing town centre footfall and vibrancy.

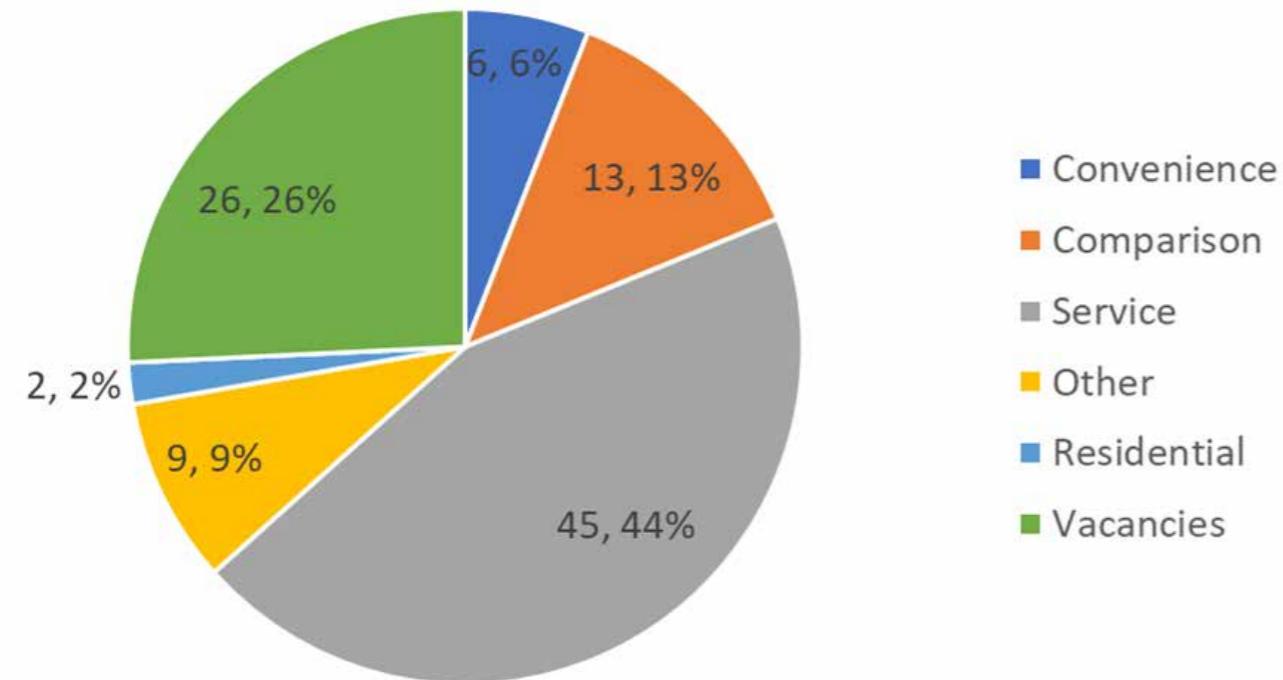
Vacancy rates are high, compared to the UK average (15%), with our site survey work observing 26% of all ground floor town centre properties being vacant. These tend to be on the Whitford Street and Cross Street approaches with some significant units empty throughout the main High Street. Tower Gardens is starting to show signs of a strong retail cluster, albeit there are a couple of larger units not occupied.

Figure 1 - Breakdown of Town Centre Uses by Use Class;



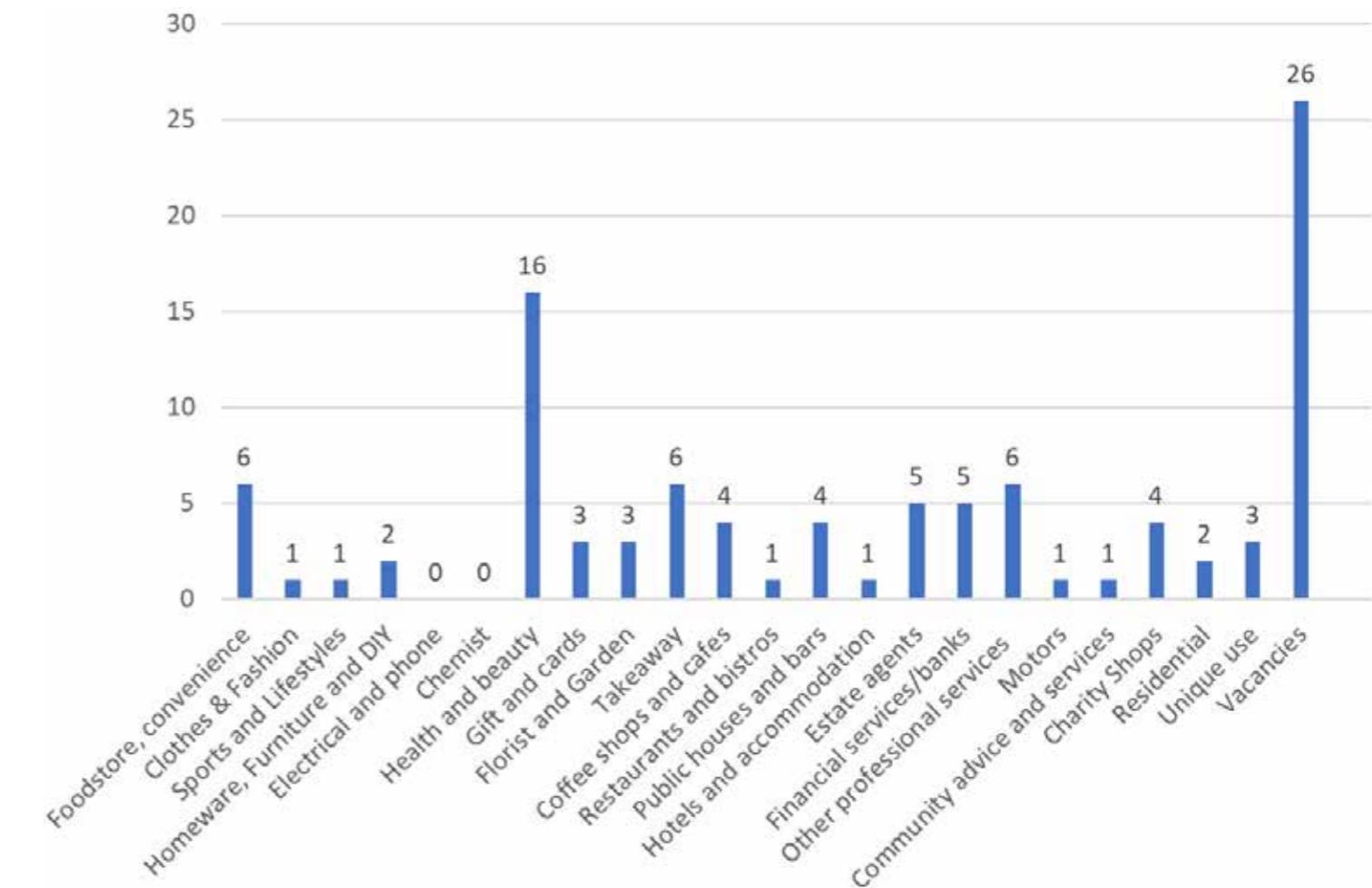
Source: Chris Jones Regeneration

Figure 2 – Breakdown of Town Centre Uses by Segment;



Source: Chris Jones Regeneration

Figure 3- Breakdown of Town Centre Uses by Activity;



Source: Chris Jones Regeneration

Holywell Town Centre Streetscene

Source: Chris Jones Regeneration

STREET FRONTAGE ANALYSIS

The town centre has a strong heritage value and story, however it's overall streetscene doesn't contribute in a positive way, that is attractive to town centre users or engages with the immediate public space.

From the northwest approach, you are met by poor first impressions by the way of tawdry commercial frontages and vacant premises. Some of these, at key junctions and places to explore from, provide underwhelming experiences. Whilst Whitford Place has potential as a small active square, there are a significant number of vacant or non-active frontages that do not animate or bring activity into the immediate space.

With a strong aspect that draws you up the High Street, there are a number of significant civic buildings that are either vacant or lack investment. Tower Gardens, whilst modern in form, is starting to present a cohesive experience with a number of strong independents that take pride in their frontages, adding colour and activity within the shop window and in street fayre. These include the florists, window blinds specialist, health and beauty salon, chocolatier, card and gift shops and more.

The southeastern corner of the town centre is un-coordinated with a mixture of imposing civic buildings such as the Victoria Hotel acting as a key bookend but sat alongside some modern adaptations that disrupt the family of architectural styles. Combined with a poorly designed public realm, this edge of the town centre is confused and lacks organisation.



SUMMARY OF 'GIVE MY VIEW'

As part of the community consultation, Flintshire County Council used the digital platform 'Give My View', which was promoted through a social media campaign. This campaign generated:

- 146,407 impressions
- 25,020 reach, with
- 1,594 people clicking on the survey

After clicking on the survey, 1143 surveys were completed with 830 open comments received, which supported the analysis of local needs and focus for the Placemaking Plan.

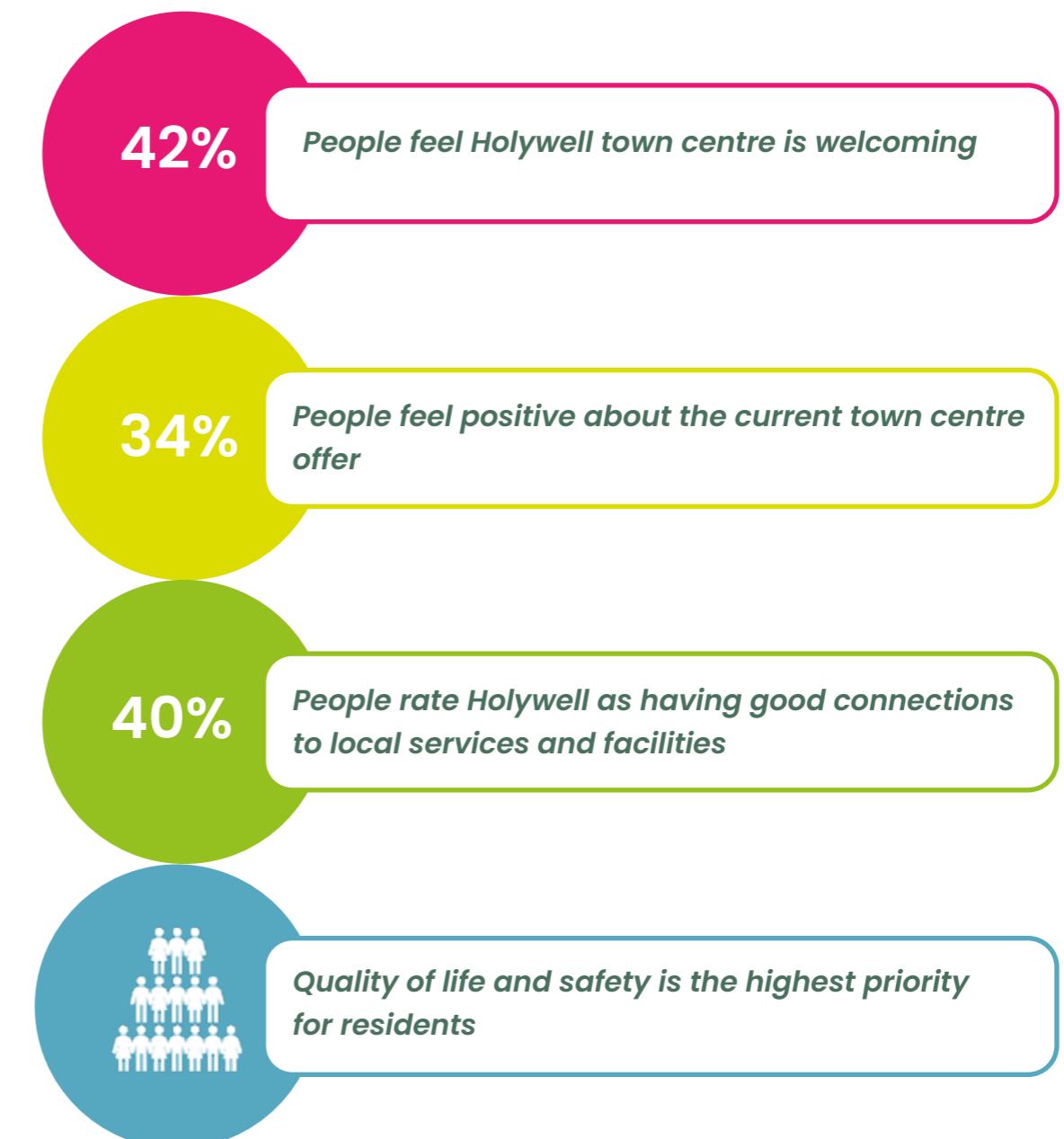
The social media campaign was most effective with more mature audiences, with those over the age of 65 showing the highest degree of engagement, closely followed by those between 55 and 64. Facebook was the most successful platform with Instagram coming in second.

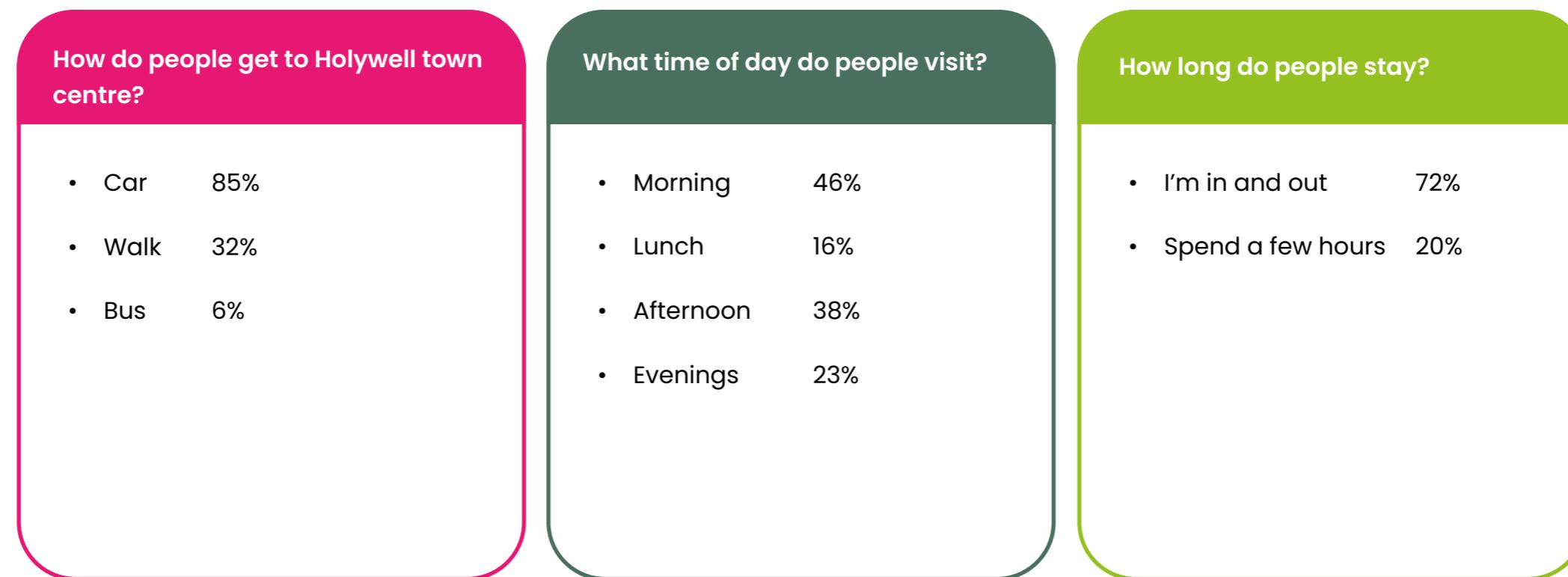
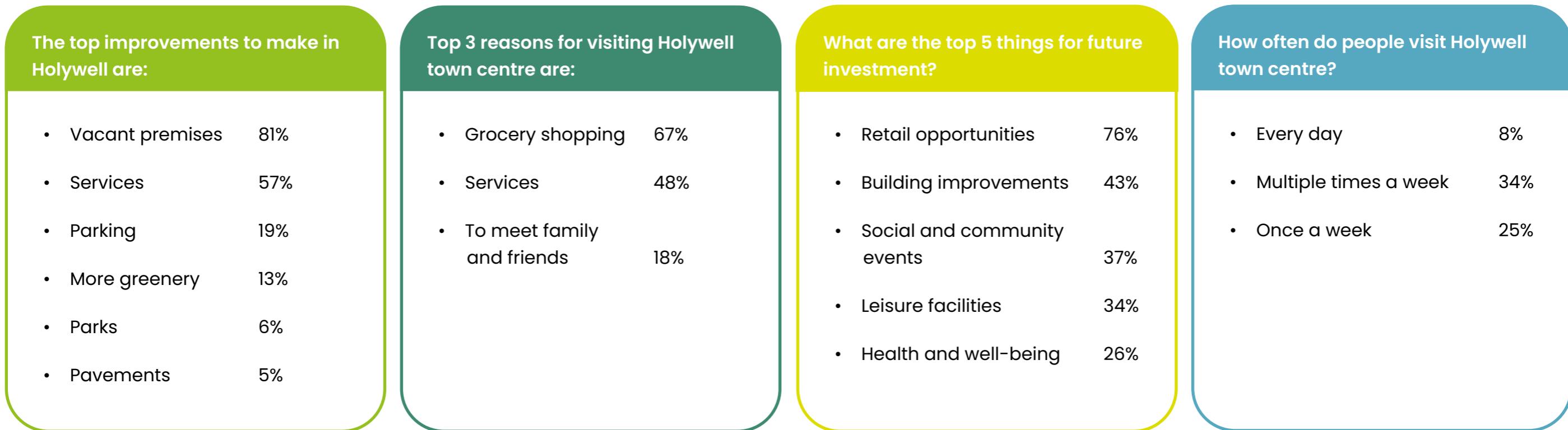


One positive word for Holywell town centre now



One negative word for Holywell town centre now





PLACE- LOCATION AND SETTING

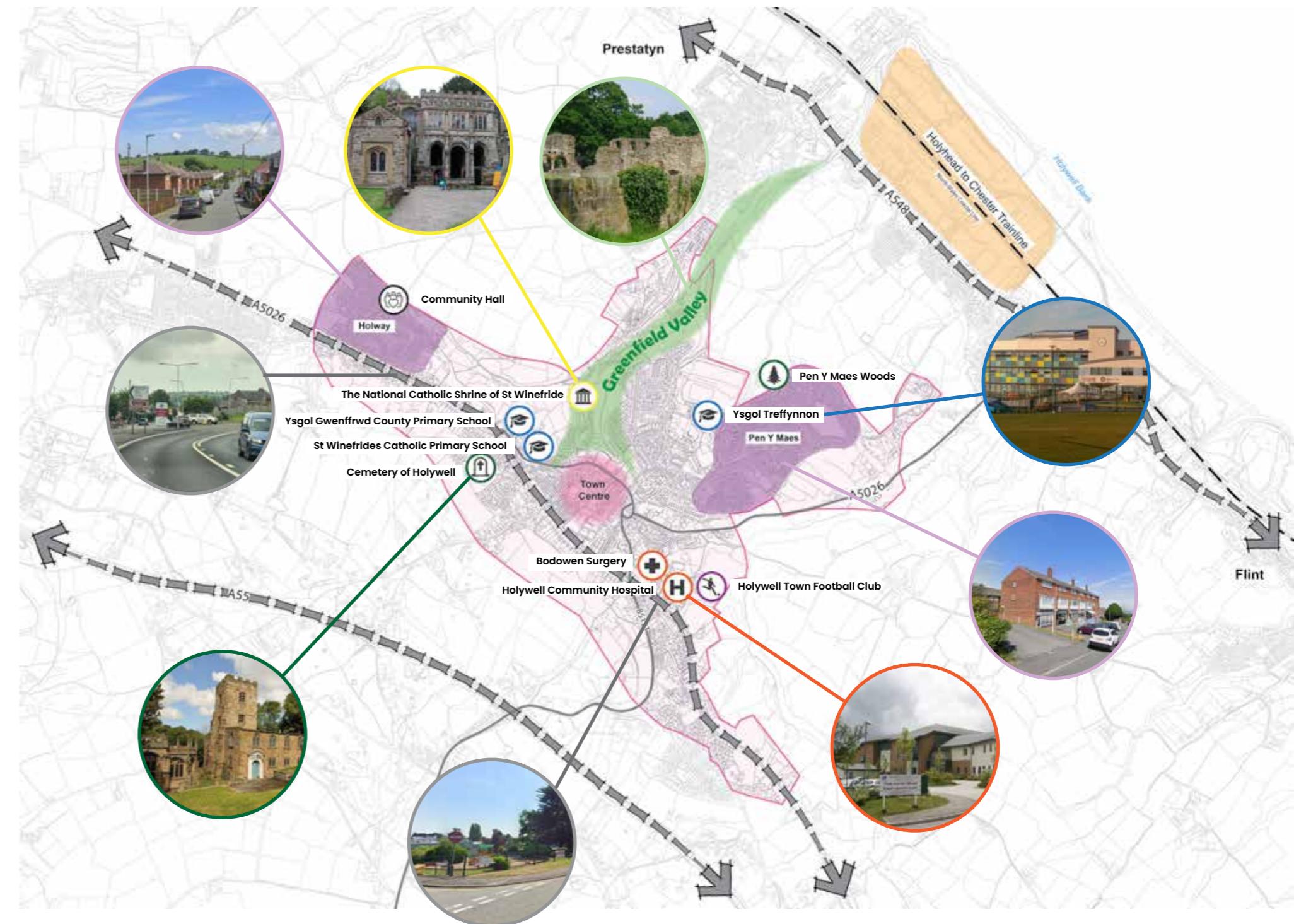
Holywell is a market town in Flintshire, North Wales and is named after St Winefride's Well. The well is a site of Christian Pilgrimage and is considered one of the seven Wonders of Wales.

It sits just north of the A55 expressway through North Wales. This offers excellent access to Chester and Mold to the east and Llandudno and Anglesey to the west. The A548 coastal route runs to the north of the town and provides good links the towns and villages along the North Wales Coast.

The Holyhead to Chester railway line lies to the north of the town, but the Holywell railway station was closed in 1966.

The Greenfield Valley Heritage Park runs north out of the town. This forms a green corridor and park containing woodland, reservoirs and ancient monuments connecting the town centre to the estuary.

Holywell has a range of services and facilities which help meet the day to day needs of its residents. The town centre has a range of retail and leisure opportunities alongside larger supermarkets. A number of schools are situated within the town which cater to both primary and secondary school ages. Several GP surgeries and the Holywell Community Hospital also provides health provision to the town.





VEHICLE GATEWAYS

Holywell High Street is situated between two vehicle gateway spaces which connect key vehicle routes to the town centre from the north and south.

From the east, the gateway is an open landscape area with no defining features. Only signage indicates that this is the key route into the town centre.

The Victoria Hotel is a key building within the town and serves as a gateway to the High Street. However, the route lets you see the town centre as you pass by as it serves as an exit only from the High Street.

The A5026 runs around the back of the High Street. It is a wide road with some nice landscaped areas but also backs of buildings and car parks help create a vehicle dominated and poor urban environment.

The western outer gateway is formed by an open landscaped area next to the unattractive fire station. Only signage indicates that this is a main route into the town centre.

The Whitford Street gateway into the town centre is ill-defined with no stand out buildings or features to welcome people in.

From the Whitford Street gateway, a convoluted route to the main car park is difficult to navigate and ineffective in welcoming people into the town.



PEDESTRIAN GATEWAYS

The key pedestrian route into town centre from the west is formed by exposed sides and backs of buildings and does not create a welcoming environment. However, improvements to this area could create a new landmark gateway into the town.

From the top of the High Street is an attractive link defined by historic buildings through to Greenfield Valley Heritage Park. The pedestrian route through the car park and into the High Street is ill-defined, with public art as the only indication of access. Opportunity exists to better arrange the car park to give more prominence to the route through to the High Street.

Along the A5026 a series of poorly defined links, peppered with car parks, gives the impression that they are for vehicles over pedestrians.

The route through Tesco car park between the town centre and Greenfield Valley Heritage Park is attractive at the town end through an active pedestrianised area. However, it continues through an underpass and into Tesco car park, which may discourage its use.

The route to the Leisure Centre via Panton Place and gardens has a lot of character and charm.

The eastern gateway has an ill-defined public realm and reads more of a vehicle roundabout around the Victoria Hotel with barriers to corral pedestrians through the area.



ISSUES & OPPORTUNITIES

Holywell town centre is central within the town and is generally walkable from most areas of the town. Opportunity to improve pedestrian links into and out of the town centre, especially across the A5026 would help further improve its accessibility.



The A5026 helps form a green gateway into the town

The A5026 is a main route through the town and creates an attractive 'green' gateway to the town centre via Fron Park and Leisure Centre. However, vehicles are not 'promoted' to use this route into town and are instead sent on a more circuitous journey around the back of the town centre before being able to access it from Whitford Street.

Around Holywell Leisure Centre a series of strong and direct links run between the A5026 town centre car park. These offer better access to the town centre via the A5026 'green' gateway.



The A5026 forms poor environment around back of the town centre

A poor pedestrian environment is created around the back of the town centre with the A5026 creating a car dominated environment and car parks and backs of properties offering little in terms of surveillance or activity. Areas of green and landscaping border the A5026 which could be enhanced with a unified landscape strategy that helps create a unique and characterful environment and better gateway to the town.

The main car park to the town is poorly connected to the high street itself with little indication from the car park as to where the high street is.

The High Street/Heol Fawr has a one way carriageway running from the west to east. Parking along the street provides opportunity for people to pop into shops to pick up daily essentials and a useful facility for people with disabilities. Even with the carriage way there is still plenty of space for pedestrians and landscaping. This allows for a series of quality public spaces

with opportunities for more public benches, cafe/restaurant seating and event space to encourage people to stay longer and encourage a vibrant and well used town centre.

At either end of the High Street sit areas that could be transformed into attractive and active gateways into the town centre.

At the western end of the High Street, attractive historic buildings connect into Well Street. This has the potential to be a main link between the town centre and Greenfield Valley.



The Hotel Victoria is a key landmark at the end of the High Street

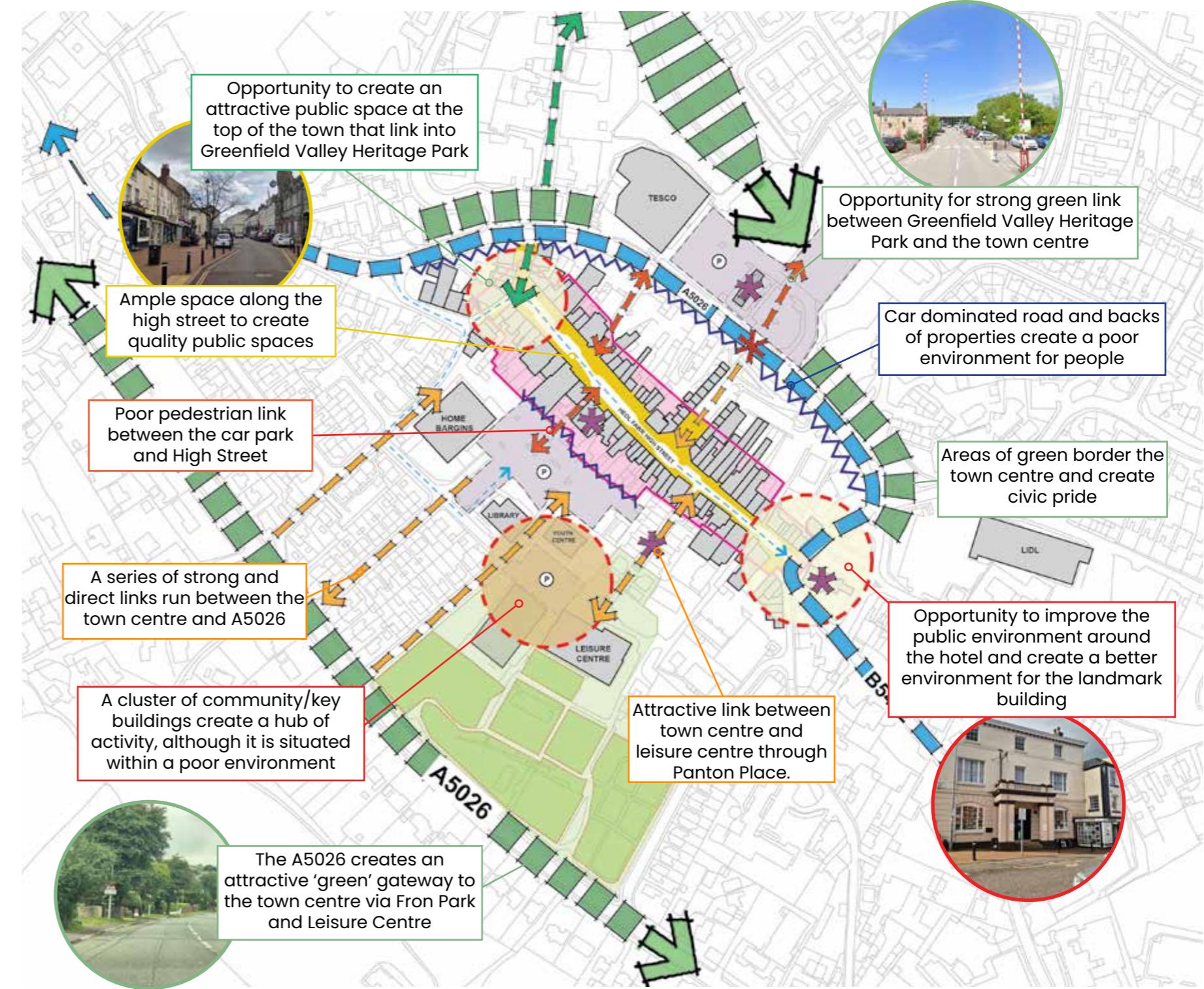
At the eastern end of the town the Victoria Hotel terminates the High Street and is a key landmark for the town. The bus station is also located here and so will be a key arrival point to the town centre for many residents and visitors. There is an opportunity to create a quality environment around the hotel and help restore it to its former glory.



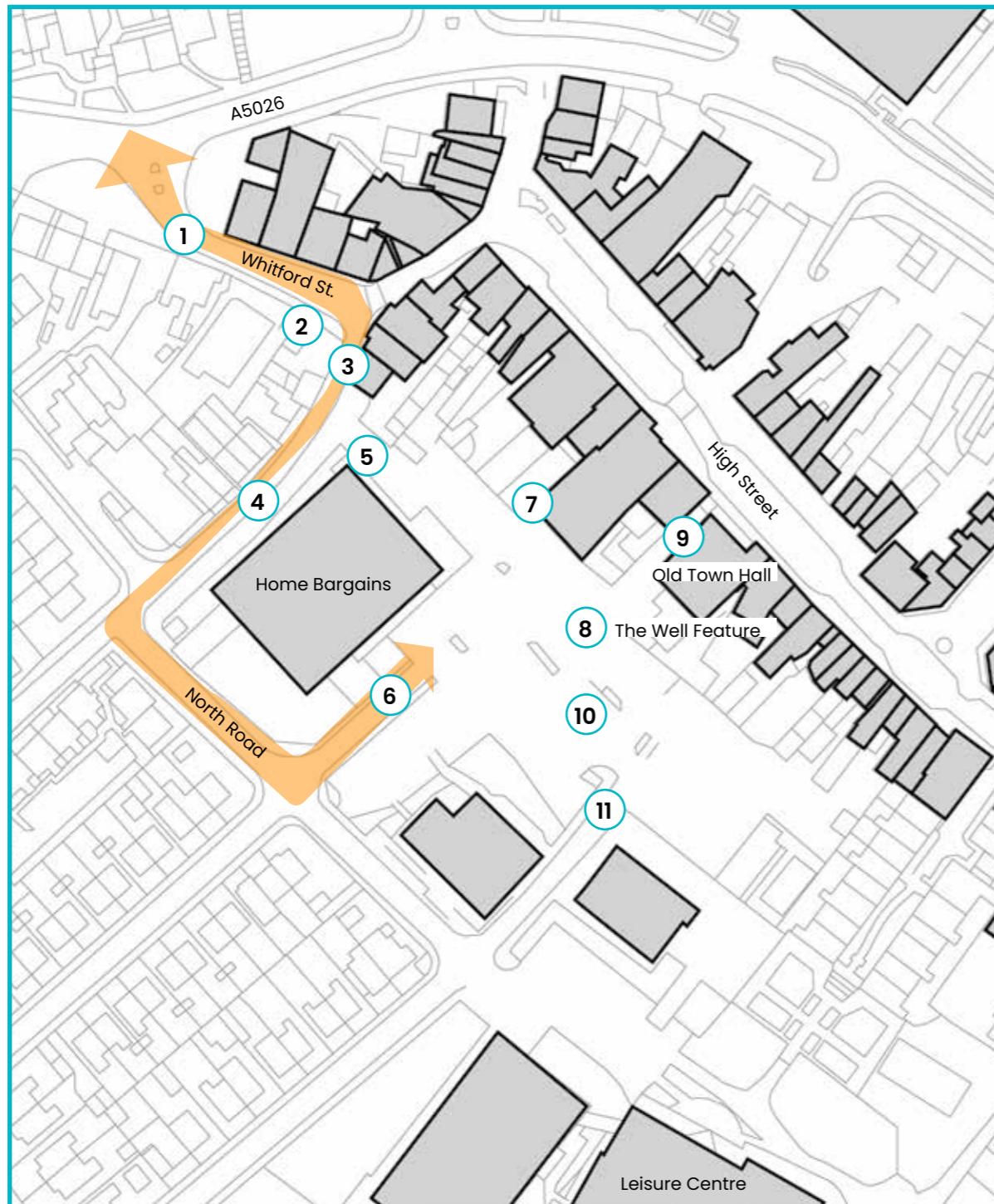
Panton Place is an attractive route between the town and leisure centre

Off the High Street, Panton Place creates an attractive pedestrian link to the leisure centre (although on occasion the gates through the memorial garden can be chained shut). This should be preserved and enhanced wherever possible. At the end of this link sits a cluster of community/key buildings. These currently sit within a poor environment within a series of car parks. However, this cluster could become a new community hub for the town with good access to the town centre and leisure centre.

Greenfield Valley Heritage Park sits to the north of the town centre but there are poor pedestrian linkages between the two. Greenfield Valley Heritage Park ends at the Tesco store, but its car park and the underpass under the A5026 divorce it from the town centre. There is opportunity to strengthen this link by improving the public realm of the car park and creating a safe and attractive link past Holywell Town Council offices and into the town.



ARRIVAL POINTS - MAIN CAR PARK



Convoluted route to the car park from the A5026 with no direct line of sight and little signage to indicate where to go



Some high quality and historic buildings along the route, although some look to be vacant



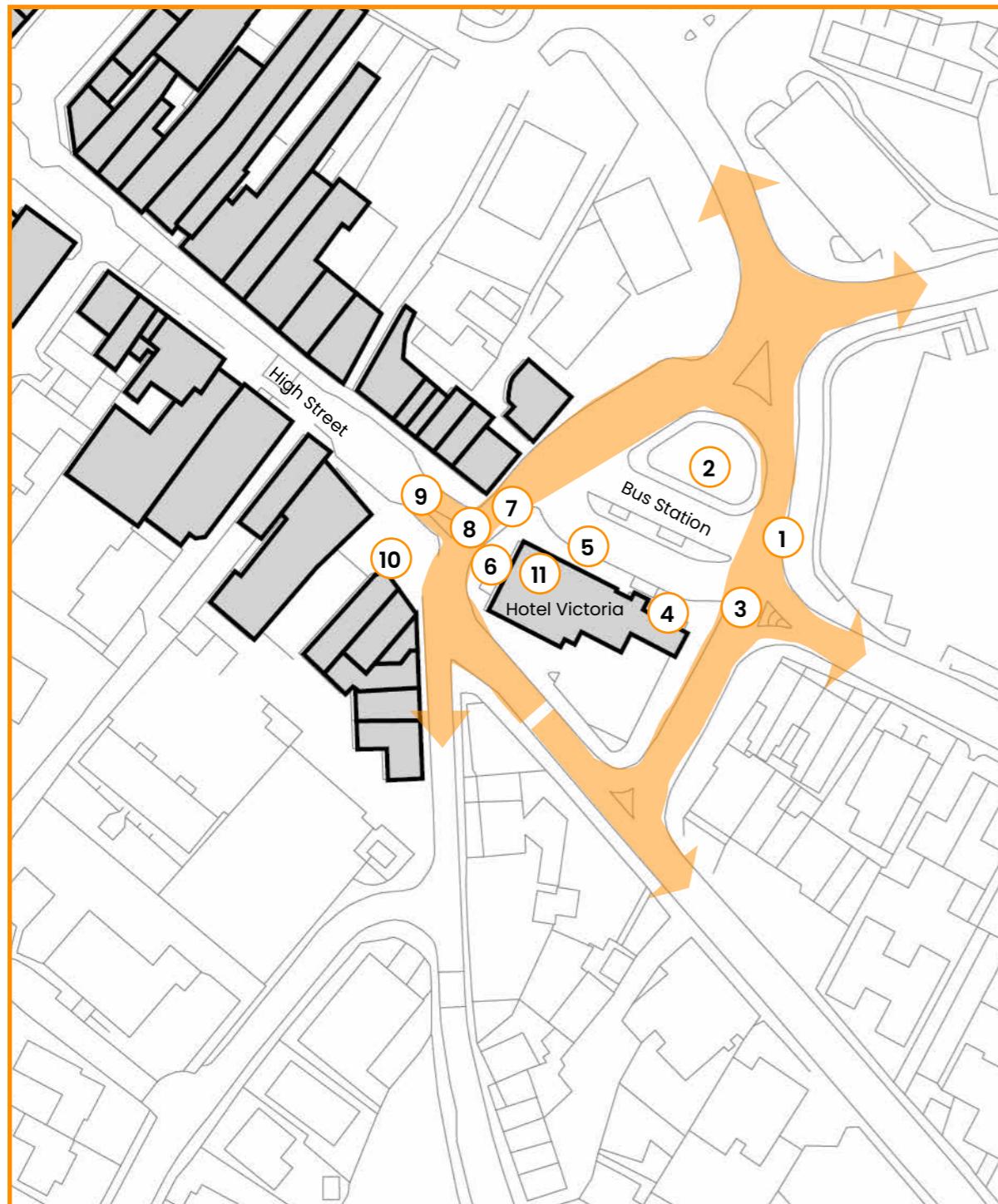
Unattractive back of buildings however residential properties opposite offer natural surveillance



Narrow pinch point through to car park with footpaths unsuitable for pedestrians



ARRIVAL POINTS - BUS STATION





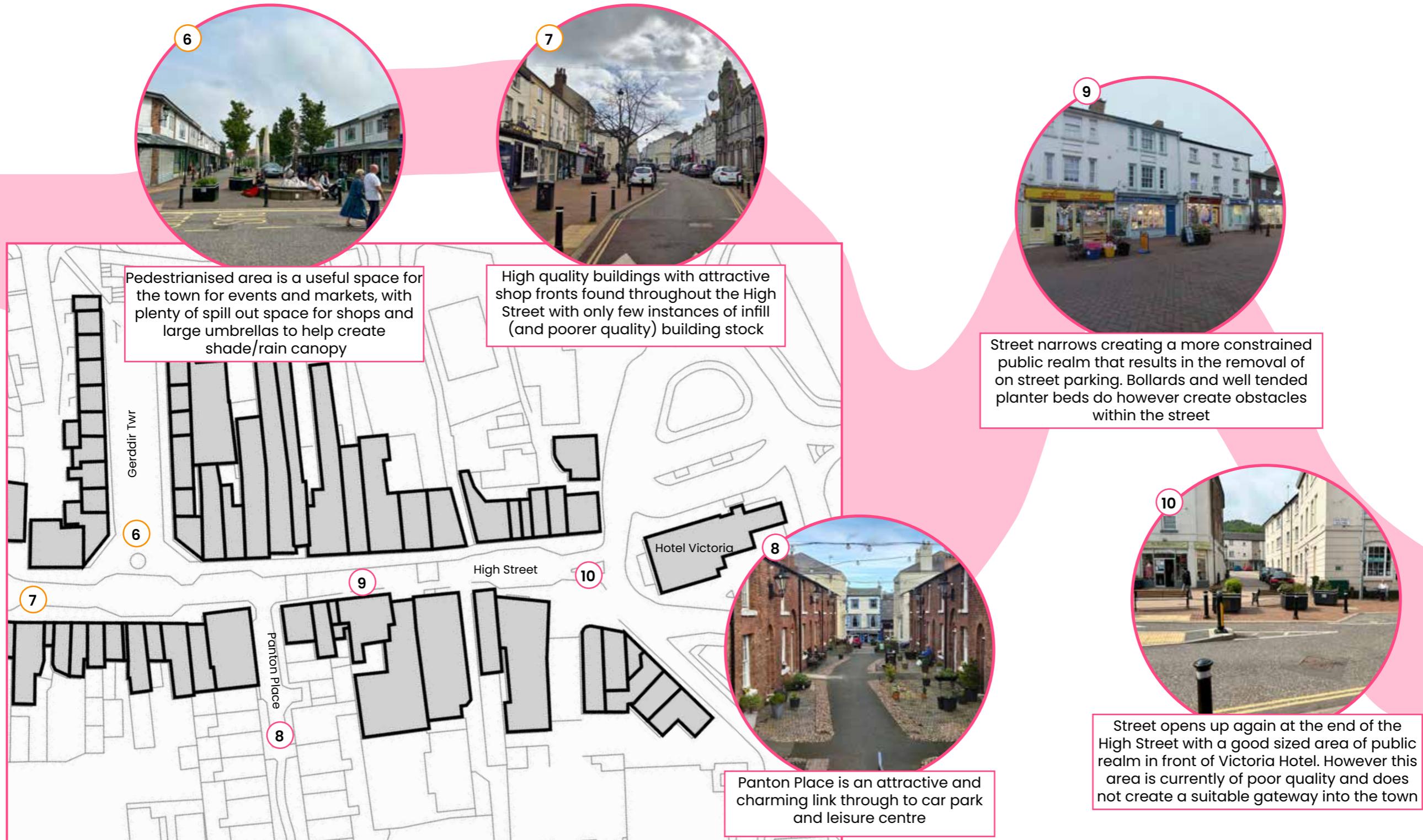
ARRIVAL POINTS - TESCO CAR PARK





THE HIGH STREET





SWOT ANALYSIS **PLACE**

- Nestled between the coast and the hills, it has a good setting
- Known as the Lourdes of Wales – St Winefride's Well, Holywell
- Assets in the Greenfield Valley are key community resources and draw in visitors
- Good connectivity to and from the A55
- A civic town centre whose buildings are strong in character and history
- Local and loyal shoppers and town centre users
- 67% of local people visit the town centre for grocery shopping
- Some signs of activity coming together in Tower Gardens
- Car parks are close to the town centre and generally accessible
- Bus station central to the town centre
- Some independent businesses holding their own due to their products and service
- A number of community assets and facilities either in or close to the town centre e.g. leisure centre
- An active community with signs of previous investment and wanting to make a difference

STRENGTHS

WEAKNESSES

- Hilly nature seen as a barrier but part of town's character
- A5026 forms an inner bypass and creates severance with the High Street
- Backs of premises as you arrive in main public car park
- High vacancy rate of 26% for town centre premises
- Large and unoccupied buildings in key locations
- Quality and breadth of town centre offer is limited
- Only 34% of people feel positive about the town centre offer
- Street market needs improving
- Users tend to pop in and out of the town centre (72%), with only 20% spending a few hours

- **Greenfield Valley Heritage Park visitor potential and benefits to town centre**
- **No through traffic within the High Street which has great potential for people based spaces**
- **Building on Tower Gardens occupancy and diversity levels**
- **Role of street market as a springboard for local enterprise and visitor attraction**
- **Changing the arrival management for car-borne visitors into town centre**
- **Civic, leisure and play destination area off – Fron Park area**
- **St James' Church well-being investment plans which include a community cinema, café and nurse facility**
- **Victoria Hotel area – bus station, civic space, shared space**
- **Local people want to see retail opportunities being opened up followed by building improvements**

OPPORTUNITIES

THREATS

- **Travel to work patterns and A55 connectivity – leakage to Chester**
- **Growth in vacancy rates and impact on confidence levels**
- **Further decay in the built fabric of the town centre**
- **Absentee landlords who are remote from realising local opportunities**
- **Present cost of living crisis and reduced expenditure in the town centre**

SWOT ANALYSIS **PEOPLE**

- Local and loyal community
- 9,200 local population
- Community activism across many organisations
- Major employers in Greenfield e.g. Kingspan
- 55.4% of the town population economically active
- Sense of belonging within neighbourhoods
- Active support for Holway and The Strand areas

STRENGTHS

WEAKNESSES

- Drop in population between 20-34 of working age population
- Residents are less fluent in Welsh than the general Welsh population
- Home ownership is lower than Welsh average with 25% of residents socially renting than all Wales average of 16.5%
- 13.3% of population in caring, leisure and other service occupations compared to all Wales average of 11.2%
- 44% of residents rate their health as very good compared to the 46.2% all Wales average
- 22% of residents are without a car compared to 19.4% of the Welsh population
- High anti-social behaviour activity in town centre area
- Limited local employment opportunities unless in public sector or service sector
- 41.5% of working age population travel more than 10km to work, compared to 24.1% of the Welsh working age population
- 23.4% of the town population have no qualifications compared to 19.9% at a Welsh average
- Lower proportion of residents with Level 5 qualifications and above (23.4%) compared to Wales at 31.5%

- **Quality of life and safety is the highest priority for residents**
- **Siting of St Winefride's Well – well-being, wellness theme**
- **Greater networking and collaboration between strategic and local agencies**
- **Town centre premises could be home for well-being projects**
- **Base for walking and exploring nearby hills and Greenfield Valley Heritage Park**

OPPORTUNITIES

THREATS

- **Low incomes and cost of living crisis**
- **Public sector budgets and funding for community assets and services**
- **Disrupting generational deprivation and creating long term changes**
- **Mobility and opportunities to explore worsen**
- **Public health and activity levels worsen**
- **Climate change and community resilience**
- **Changing shopping patterns and choices**
- **Competing centres continue to develop and grow on English/Welsh border**



05: BUILDING ON ITS FOUNDATION

EMERGING FOCUS/THEMES

NEED/EVIDENCE

The town's road system pulls you down to the eastern and northern edges of the town centre, not bringing you directly into its heart. First time visitors travel along a number of circuitous routes that either bring you into the Tesco food store car park or into rear service yards. Visitors need to experience a more direct and attractive series of streets that take you through more of a civic and green setting which lands you in the main public car park at North Road. This car park space also lacks structure and sense of arrival to and from the High Street as well as a number of buildings that either sit within or on the edge of the wider site.

EMERGING FOCUS/ THEME

Gateways and Sense of Arrival

Creation of a hierarchy of gateways contributing to a legible movement strategy for: vehicles, pedestrians and cycles. The need to direct visitors from the A55 onto the A5026 (top road) down into North Road, passing Fron Park, the town's leisure centre and other civic amenities gives people an attractive first impression and presents some of the key attractors. The pedestrian linkage between the car park and the High Street needs to be better announced. The car park is barren and needs trees and planting that relate to the nearby park as well as the civic gardens off Panton Place. There are also opportunities to create stronger links between Pen-Y-Ball Street and Park Lane.



NEED/EVIDENCE

The town centre is anchored around its High Street, which is not a through route to traffic. The High Street has a wide open space with strong architecture. However, the town has a 26% vacancy rate, lacks diversity of uses and does not have a social feeling to the space. Some significant keynote buildings are either empty or not reaching their potential due to low confidence levels. The weekly street market is small in numbers and lacks breadth, quality and offers limited showcasing of local producers, makers and other enterprises.

Whilst the town centre has a significant number of listed buildings, which tell the former story of the town, they have changed uses and been incrementally adapted over time, not contributing to a coherent streetscene. Significant empty properties also contribute to the lack of animation through the High Street area as well as some secondary streets that feed in off the A5026.

EMERGING FOCUS/THEME

Activating High Street

The potential for the High Street and its neighbouring streets to be attractive and busy with people and activities is clear. Tower Gardens is already moving towards a cohesive series of retailers and services. The need to bring about an eating out offer is key to creating a neighbourhood feel in the town centre, as well as activities centred on well-being and to cross-market the location of St Winefride's Well. Public realm improvements and greening opportunities within Whitford Place and with the junction opposite the Victoria Hotel need to be explored. All the above is aimed at increasing activity, dwell time and an experience.

Restoring Holywell's Built Splendour

A key aim would be to develop and deliver a design code for the town centre. This would help tell the Holywell story, promote a co-ordinated approach to facades and shopfronts, that helps businesses become part of a collective experience. Work should also explore how to bring into use the upper storeys and rear spaces of town centre buildings and open up linkages onto the High Street.



NEED/EVIDENCE

Statistics show that some of Holywell's residents live in neighbourhoods of greatest need. Health rating, educational attainment, exposure to crime and economic activity are some of the indicators that measure well below the Welsh average. Low mobility results in residents being dependent on Holywell town centre with a need for local services to be accessible to all. Community organisations are active and do reach out to residents, yet there is a need for more multi-agency working within communities and within High Street venues and spaces. Where families have no or low car ownership there is a need to remove barriers to local travel, albeit the town's topography is a challenge.

EMERGING FOCUS/THEME

Looking to its Neighbourhoods

The role of Holywell town centre is important as the town is remote from other urban centres, with those less mobile residents looking into the High Street for advice, local services, job opportunities and experiences that can enhance their life chances. The High Street has the potential to complement existing community services, with the role of the community/voluntary and public sector to realise basic services and enable partnership-based projects.

Active travel through enhanced walking and cycling provision should integrate with public transport to help support medium to longer trips as well as some local trips where residents have specific physical needs.



NEED/EVIDENCE

The Greenfield Valley Strategy - 10-Year 'Big Picture' Plan for the Greenfield Valley to be one of the top ten destinations in North Wales with an engaging mix of cultural, environmental, heritage and leisure experiences. The Plan highlights potential future improvements and enhancements in the St Winefride's Halt and Holywell Gateway Zones which are close to the town centre. Whilst the Valley is close to the town centre, when arriving from the west it needs a stronger message around its experience, history, local nature and its accessibility, building on its existing town heritage trail. The High Street is also not maximising the well-being of the valley in terms of local products, food and drink opportunities, its outdoor markets, events programme and non-serviced accommodation. Public transport also needs to integrate with the visitor experience so that people have the facility to pop onto local buses and return to their starting point.

EMERGING FOCUS/THEME

Connecting Greenfield Valley

Key aims would be:

- To maximise Holywell town centre's location next to Greenfield Valley that announces, supports and signposts the destination year-round.
- To work with Greenfield Valley Trust and their 10-year masterplan specifically centred on the Holywell Gateway Zone and how this links into the Tesco car park area, A5026 corridor, sub way and links into Tower Gardens, Whitford Place and the High Street.
- To include tree planting, treatment of the A5026, continuation of community art and on arrival in the High Street a bolder narrative and identity around well-being, nature and history of the town and Valley. This needs to be reflected in local products, new enterprises and markets.



NEED/EVIDENCE

The Green Infrastructure Audit identified a number of challenges in the town centre. These challenges being, there is very little tree cover with limited/poor quality connections to green spaces including Greenfield Valley Wat's Dyke Way and Fron Park along the southern edge of the town centre.

As previously mentioned, vehicular dominance along Rue St Gregoire/A5026, bisects the town centre, with poor walking and cycling provision. Moving into the town centre, the public realm is seen to be cluttered and incoherent with a poor sense of place and arrival points difficult to identify.

The lack of green space in the town centre poses a challenge in that introducing trees into areas of hard landscaping is both more complex and costly compared to areas of soft landscaping.

EMERGING FOCUS/THEME

Green Space and Community Life

Exploring opportunities for tree planting in Holywell should be a key priority. Existing grass verges should be utilised where possible. The broader green space network provides an opportunity for the creation of links with the town centre, for both ecological connectivity and access to green space.

Listed buildings and locally listed features could have their setting improved through the provision of appropriate and sensitive GI. These include but are not limited to the facade of the former Town Hall, Exchange House and the former Midland Bank.



STRATEGIC VISION, AIMS & OBJECTIVES



Vision

Holywell – where Greenfield Valley meets the Wellness of St Winefride, with the town centre at the core of local shops, meeting up, weekly markets and community life, reaching out to its immediate neighbourhoods.



Key Aims

To put Holywell on the map as a destination for wellness with Greenfield Valley, St Winefride's Well, Halkyn Hill and its community facing town centre.

To direct people into the heart of the town centre experiencing its parks and leisure offering before dropping into the High Street.

To increase activity and life onto the High Street through active uses, community spaces, local markets, regular events and festivals with quality streetscenes looking on.

To improve the well-being of the wider community with access to a range of local services that support health, well-being, employment, mobility and enhanced life chances.

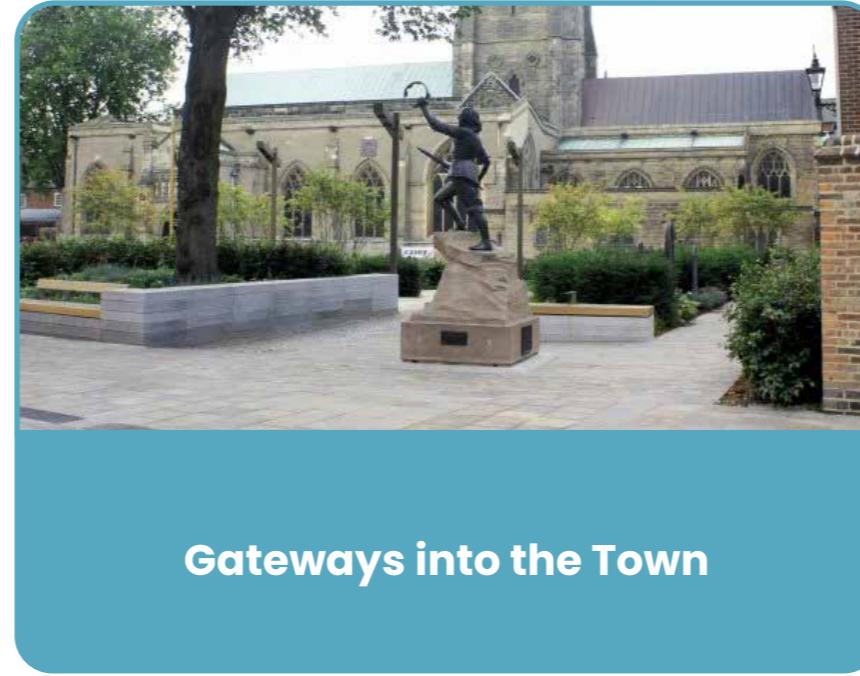




PLACE & PEOPLE OPPORTUNITIES

Place Opportunities

In order to achieve the vision, aims and objectives, the following opportunities have been identified.



Gateways into the Town



Activating and Greening the Town Centre



Linkages into the High Street



Animating the High Street



Greenfield Valley in the Town Centre

People Opportunities



Wellness in the Community



Connecting Community Assets

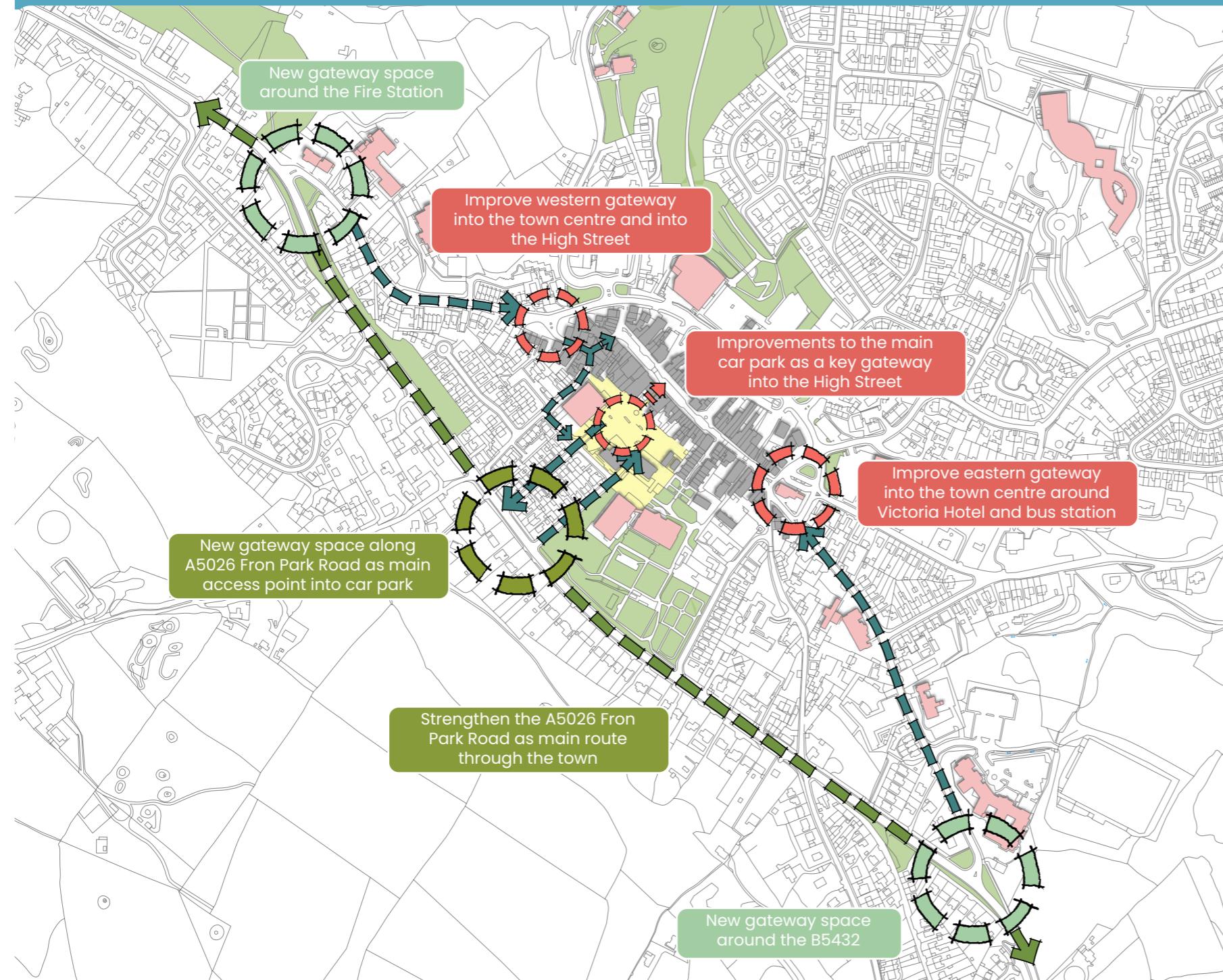


Nurturing Enterprise



Partnership Working

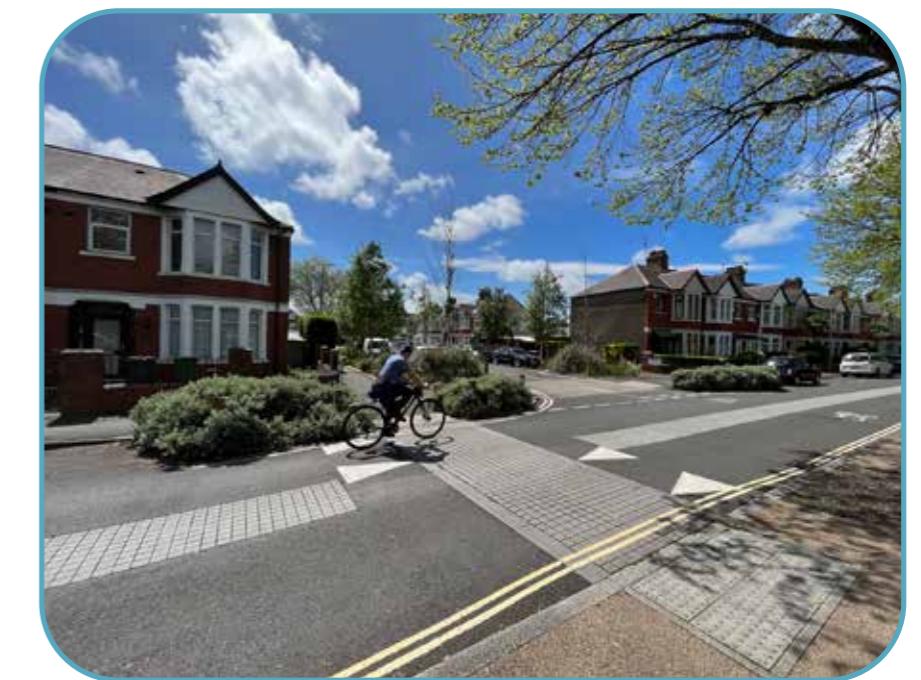
PLACE OPPORTUNITIES – GATEWAYS INTO THE TOWN



A hierarchy of gateways within the town will give residents and visitors a positive impression of the town and aid movement and legibility.

Strengthen the A5026/Fron Park Road

This is a wide and attractive route through the town characterised by verges and landscape areas. However the carriageway tends to be wide and a narrow footpath along the southern side results in a car dominated environment. There is opportunity to enhance the 'green' character of this street and make it a true green spine through the town and improve the usability and environment for pedestrians and cyclists.





Fron Park Road Gateway to Car Park

The analysis shows that driving to the main town car park from the A5026 is a long and circuitous route. A more direct and attractive route to the car park is via Gwenffrwd Road and past the Leisure Centre and Fron Park. A gateway feature can be created at the Gwenffrwd Road junction directing people on a more legible and attractive route into the town centre past attractive greenspaces (Fron Park) and key town facilities (Leisure Centre). The one way system can be reversed so access can be taken down Gwenffrwd Road into the car park and back out onto the A5026 via the adjacent Dewi Avenue.

Fron Park Road Gateways

The current eastern (B5432 junction) and western (Fire Station) gateways on the A5026 into the town centre lack features or sufficient signage that highlight these are key routes into the town. Both gateways have open green spaces that can be enhanced through landscaping, public art and signage.

Victoria Hotel Gateway

The Victoria Hotel/Bus Station are situated within a road loop which forms the gateway into the lower end of the High Street. The Victoria Hotel is a key building in the area but its generally run down appearance create a poor impression. There is an opportunity to revitalise this area of the town, through a more unified public realm that better connects into the High Street and offers a strong first impression of the town centre.



Whitford Street Gateway

At the western Whitford Street gateway into the town centre, the sides and backs of buildings create an unwelcoming and run down feeling into the town centre. There is ample public space currently given over to paving to create a characterful and unique gateway into the town centre with signage, public art and landscaping.

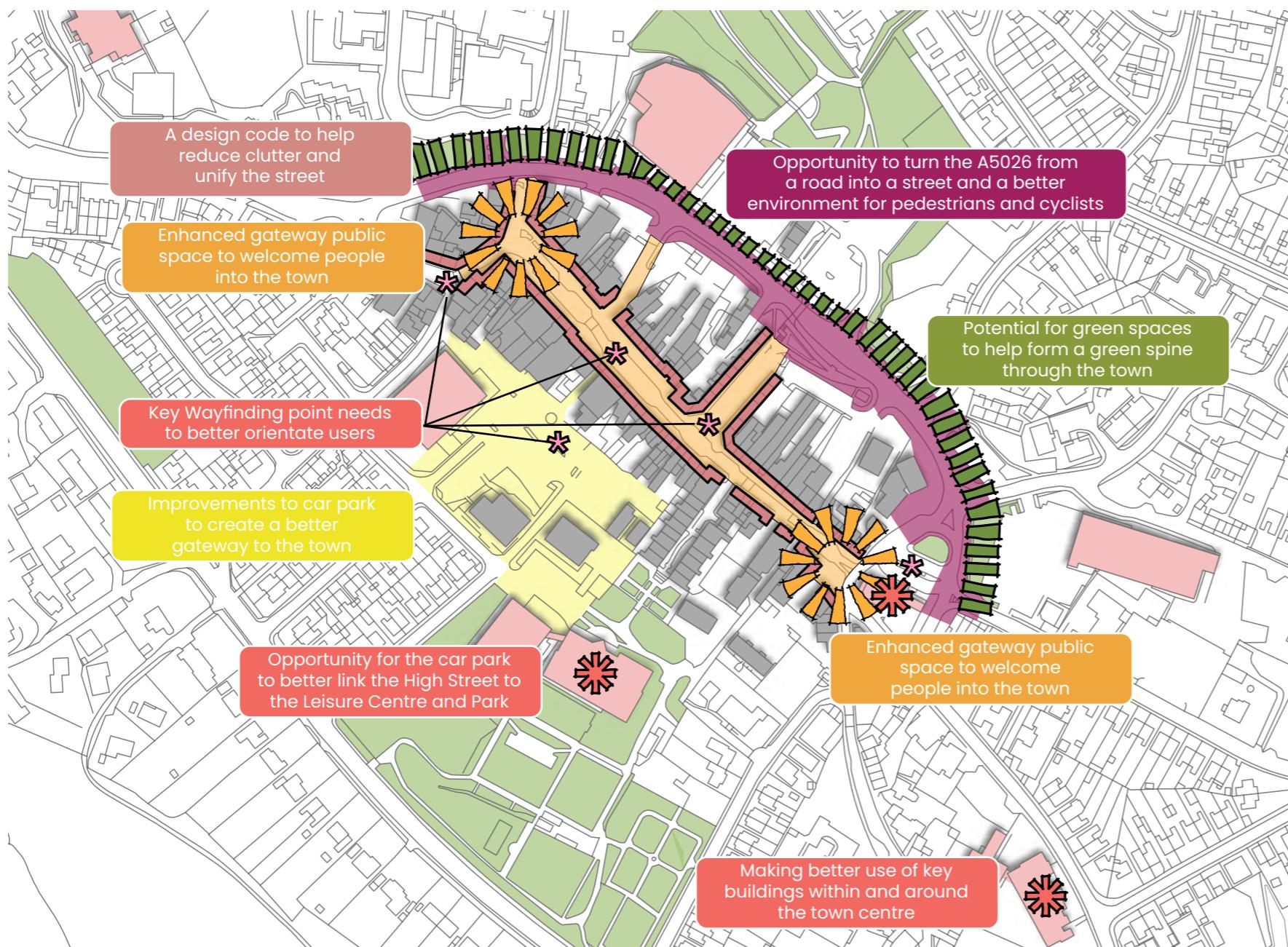


Main Car Park

The main car park is an expanse of car park and visual clutter and offers a poor first impression of the town. The narrow pedestrian path into the High Street is not very well highlighted and is 'blocked' by the waterwheel feature. There is the opportunity to use paving and landscaping to improve the environment of the car park and create stronger links into the High Street and Leisure Centre. The route into the High Street can be better highlighted for a clear and direct link between the two areas.

PLACE OPPORTUNITIES – ACTIVATING AND GREENING THE TOWN CENTRE

Once people have arrived at the town centre, a key consideration is how to encourage them to stay. The town currently suffers from poor public spaces that are often dominated by cars and offer little in terms of seating or greenery to encourage people to linger. There is great opportunity throughout the town centre to create more people orientated spaces that encourage and prolong time (and money) spent in the town centre .



Main Car Park

The town's main car park offers a poor environment, large expanses of tarmac and very little greenery. This makes a poor first impression and gateway into the town. Opportunity exists to enhance the sense of arrival through welcoming signage, high quality materials and a clear route through to the High Street. The large areas of tarmac can be broken up with landscaping and trees to create a more pleasant environment, along with improved bin storage solutions for businesses to reduce visual clutter. A new or enhanced space around the waterwheel can link to Holywell's identity and create a sense of arrival in the town as well as clearly direct people into the High Street. The car park can also help create better connections between the High Street and the Leisure Centre.





The High Street

This street benefits from some attractive architecture and a lively environment that accommodates pedestrians, vehicles and parking, generating activity throughout the day. The public realm however does not help to support this with some narrow pavements, excess of bollards cluttering the street and little seating or greenery. The introduction of some high quality materials, seating opportunities, street trees and rain gardens would significantly improve the public realm. More seating will encourage people to sit and stay in the town, greenery will help reduce noise and air pollutants and removal of clutter will create more space for pedestrians.

Tower Gardens

A pedestrianised street linking the High Street, via an underpass, to Tesco Car Park and Greenfield Valley beyond. This street also suffers from an excess of hard paving and has little character. There is opportunity to green and enhance this street and create a better link and arrival point into the town.



Improved Public Spaces

At either end of the High Street, there is the opportunity to create attractive public spaces that welcome people in and better connect the High Street to the surrounding areas.

At the western end sits Well Street, which is the main arrival point when driving into the High Street. The pedestrianised area of Well Street could become an oasis of seating and greenspace, with signage

that directs users towards Greenfield Valley and St Winefride's Well.

At the eastern end of the High Street, the existing space could be improved with landscaping and seating to create a better setting for the Victoria Hotel. This space is the main arrival point from the bus station so needs to better connect to it.

The A5026

The A5026 bisects the town centre from Tesco and Greenfield Valley Heritage Park. It is wide, overly engineered and therefore car dominated making it hard to cross and offers little for pedestrians and cyclists. This could be transformed from a road into a street through the heart of the town that better contributes to active travel and connections between the town centre and surrounding areas. The road is edged by a series of green spaces which could be enhanced through characterful landscaping to create a green spine through the town.

Shop Front Unity

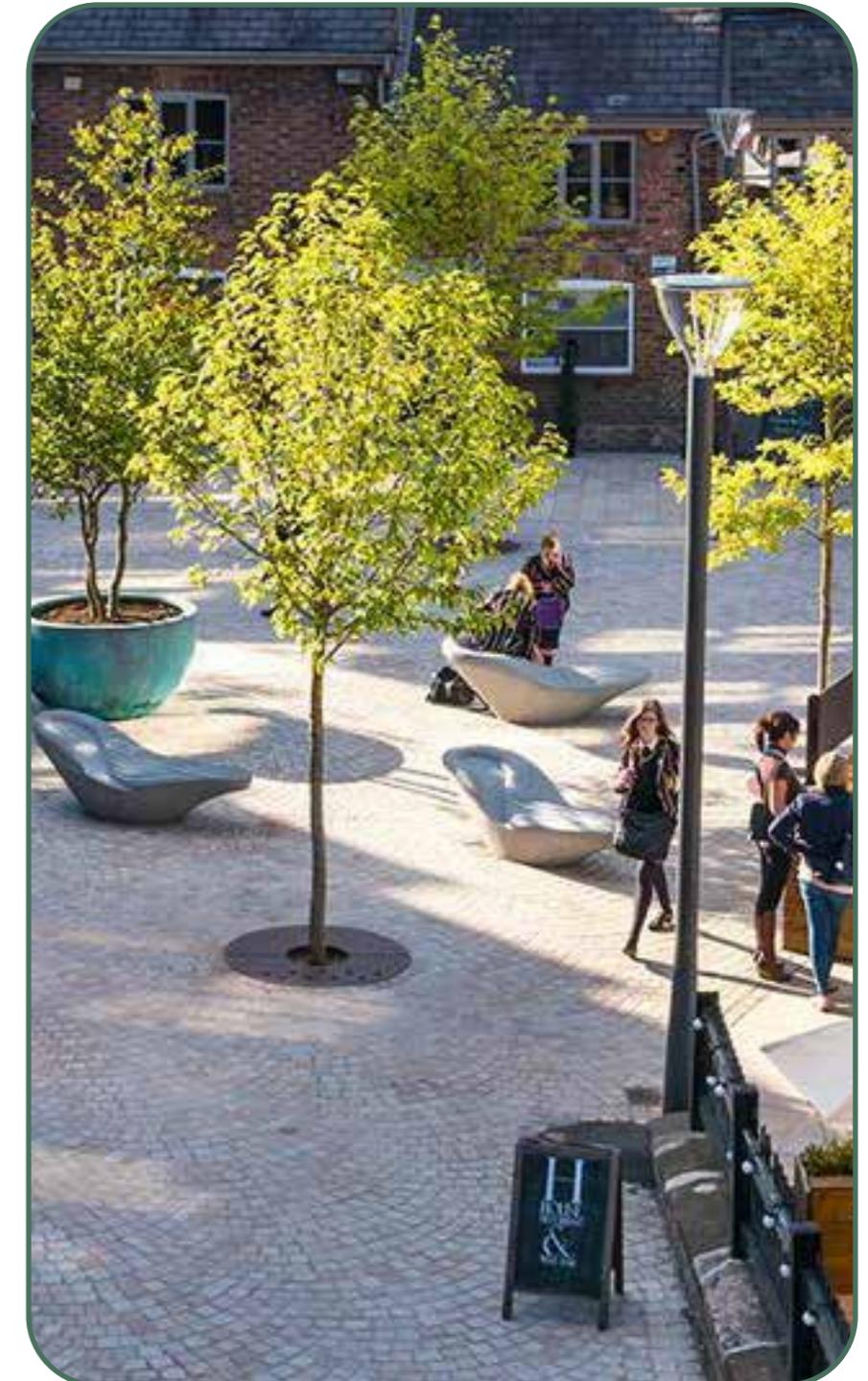
The town centre benefits from a number of attractive and architecturally significant buildings. However, the ground floor shop fronts tend to be cluttered and mis-matched, creating a busy street scene. A new design code for the High Street could help unify the look of the street and create a more harmonious environment.

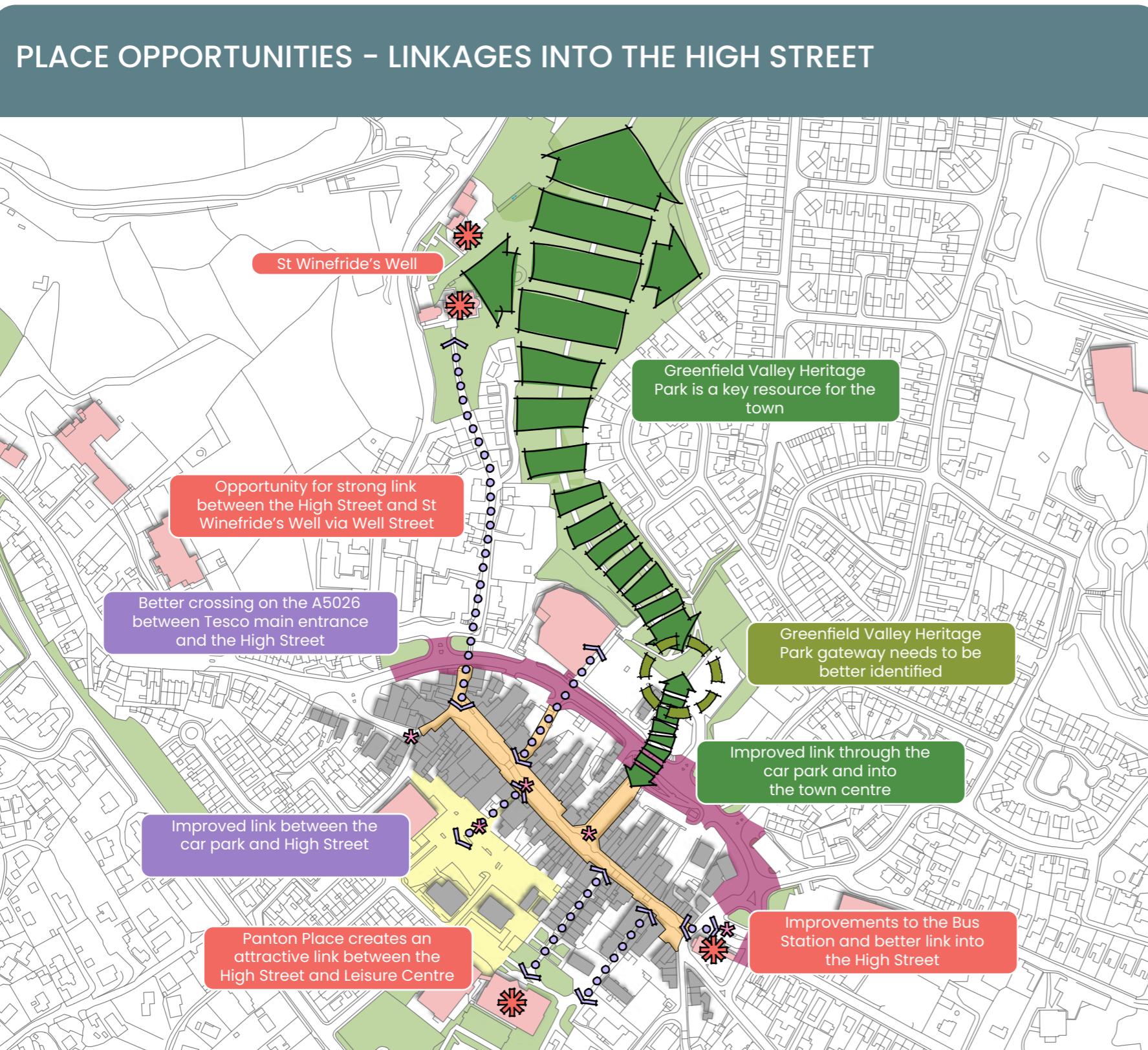
Green Initiatives

Greening town centre streets to create form and structure is a key priority in adding to public realm. Places to sit as well as providing solar shade, absorbing rainwater runoff and supporting other forms of climate adaptation and resilience. Streets can also promote local growing, herb boxes and recipe cards to promote use of seasonal vegetables and use of local supply chains. These activities also underpin the "wellness" identity of the town.



Green spaces, parks, recreation and sports grounds, footpaths, verges and other areas of greenery need to be linked together so local residents can access them and engage with them. Opportunities to introduce additional tree planting, pollination areas and ground planting adds to local biodiversity and nature conservation. Opportunities for community growing should be explored where groups are formed and can manage underused land for productive purposes. This can form part of social prescribing linked to community health projects.





There are a number of key links into and out of the town centre, that connect into the wider area and are key for attracting people in to the High Street.

Public realm improvements to the High Street, A5026, car park and key gateways will create a more vibrant and attractive town, but will only be beneficial if people can easily access the area.

Greenfield Valley Link

Greenfield Valley Heritage Park along with the National Catholic Shrine of St Winefride is a key destination to the north of the town centre. The park creates a green wedge through the town and ends at the Tesco car park. However, from within the car park it is not clear where the access to Greenfield Valley is. There is the need for a new gateway feature to point to Greenfield Valley from the car park to really highlight and sell the use of the park. This gateway point can be extended with a route through the car park, past the attractive Holywell Town Council cottages, through the underpass and into the town centre via Tower Gardens. A holistic and unified landscape, materials and signage strategy would help draw people between the town and Greenfield Valley.

Tower Gardens Underpass

Opportunity exists to make the underpass a more pleasant experience, through landscaping, lighting and artwork.



Crossing the A5026

Currently there is a poor connection between Tesco's main entrance and the town centre. A series of steps, barriers along the A5026, poor placement of a pedestrian crossing and a junction into a car park behind the High Street make movement between the two destinations difficult. A clearer and accessible route for pedestrians would aid this.



Well Street Link

Opportunity for better connections to St Winefride's Well from the High Street through Well Street. This would focus around a new gateway space, with clear signage and a route that crosses the A5026 to help direct people towards these key heritage assets.

Links to the Main Car Park

As mentioned previously, improvements to the main car park need to consider how to create a clear and attractive link between the High Street and car park as one of the key arrival points in the town.

Panton Place

Panton Place is already an attractive link from the High Street to the Leisure Centre. However, there is opportunity to strengthen this link through the gardens all the way to the entrance of the Leisure Centre. At this point, better links can be created into the car park and to other footpath connections into the High Street.

Holywell Bus Station

Holywell Bus Station is a key arrival point in the town for residents and visitors. It however mainly consists of large expanses of hardstanding with barriers to corral pedestrians, a few bus shelters and limited seating. The station should become a key gateway for the town with improvements to the public realm, a gateway focal point, more landscaping and a clear route into the High Street.



PLACE OPPORTUNITIES – ANIMATING THE HIGH STREET

Holywell's High Street has many advantages, but it is not meeting its potential. The Street is not a through route but provides people with a convenient and direct access if they are just popping into the High Street for a short stay or picking up some goods. The width of the street is generous and has the opportunity to present itself as an active space, alongside smaller squares and spaces such as Well Street and Tower Gardens. More opportunities for dwell through seating, areas of shade through tree planting and accessible public space should be provided.

Working with opportunities to enhance townscape quality and maximise the location of the Greenfield Valley identity and experience in the town centre is key. Pavement life needs to be more social, engaging and diverse with street licenses providing the framework for display of goods, placement of tables and chairs and planting. These need to link in with a design code for commercial frontages.

The role of outdoor markets within Holywell is a key area of investment, because if they are carefully curated and managed, they provide a platform to showcase local products, generate street activity and introduce emerging businesses to town centre locations. Markets need to meet every day needs as well as be appealing to visitors. Quality, numbers, their physical positioning and marketing are critical



success factors for a thriving market. Markets also need to be aligned to St Winefride's Well and the lifestyle benefits of visiting Greenfield Valley through wellness products and experiences e.g. naturally made beauty/holistic products, well-being therapies, local food and drink and more.

The town's events programme needs to consider its setting and relationships to Greenfield Valley and the Halkyn Mountain. The popular Well Inn music festival needs to be supported with other seasonal events to draw local residents and visitors in across the year. Arts, creativity, and culture should be community-driven, supporting local artwork, temporary installations, activation of underused commercial spaces, events, festivals, and more.

- **To integrate public realm improvements with overarching townscape design code;**
- **To implement some of the recommendations from the town centre green infrastructure study;**
- **To develop a co-ordinated plan for how outdoor markets, planting, street furniture and signage create a sense of place and activity within the High Street area;**
- **To develop an investment plan for outdoor markets that supports local enterprise, aligns to town centre offer, signposts other support and grows emerging businesses;**
- **Target areas for social spaces – tables and chairs, raised box planters, temporary covers, etc;**
- **To develop an arts, creativity and cultural activity plan that brings life to the town centre through community-borne initiatives.**



PLACE OPPORTUNITIES – GREENFIELD VALLEY IN THE TOWN CENTRE

Greenfield Valley Trust has aspirations for the Greenfield Valley Heritage Park to be one of the top ten destinations in north Wales with an engaging mix of cultural, environmental, heritage and leisure experiences.

The proposed southern Visitor Hub, located near the Town Centre, could serve as a key access point for visitors. There is potential to create a new railway-themed destination beneath the railway bridge arch, utilising the footprint of the former station and goods yard. This development would support and enhance the Holywell Gateway zone.

Advanced, directional, and interpretative signage needs to consider key gateways to the Valley and to take into account the role and function of Holywell town centre in meeting visitor expectations. The visitor journey needs to be consistent in quality and have some consistency when journeying through the valley.

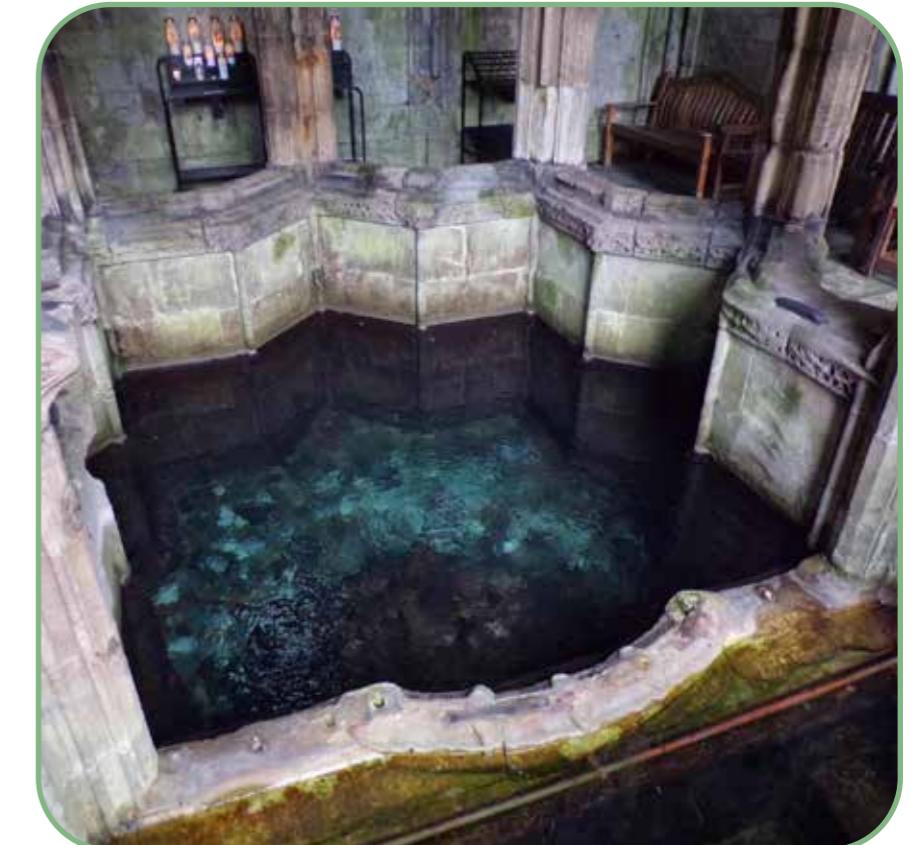


The town centre therefore needs to develop its offer and experiences for visitors to the Greenfield Valley area, whether these be for local residents, day-trippers, longer stay visitors and those taking on long distance paths such as the North Wales Pilgrims Way. Physical investments need to be cross-cutting from arrival management, movement to and from Greenfield Valley, the role of greenery in the town centre to reinforce character as well as an appealing and functional public realm.

The need to celebrate the heritage of the town centre is part of the Greenfield Valley experience that is about the physical townscape, key note buildings and historical townspeople. Events and festivals can play a role in bringing heritage to life in the town centre and down through Greenfield Valley that extends the experience and activities.

A range of visitor accommodation needs to be developed that supports day and evening time economies, as well as stimulating new enterprise through revitalised outdoor markets, wellness festivals, holistic therapies and for food and drink to present a diverse and “local” offering. Business support activity should have a focus on opportunities to develop and position “wellness” products and align these to the Holywell destination brand through business plan support, meanwhile campaigns, showcase events and subsidised stalls at High Street markets.

- **To support the co-delivery of the Greenfield Valley strategy;**
- **To work with the southern visitor hub as a gateway to and from the town centre;**
- **To develop green and permeable links from the town centre cross the A5026;**
- **To understand visitor market needs in relation to products, services and sense of place so that local enterprise can respond to gaps in the market.**



WELLNESS IN HOLYWELL



PEOPLE OPPORTUNITIES – WELLNESS IN THE COMMUNITY

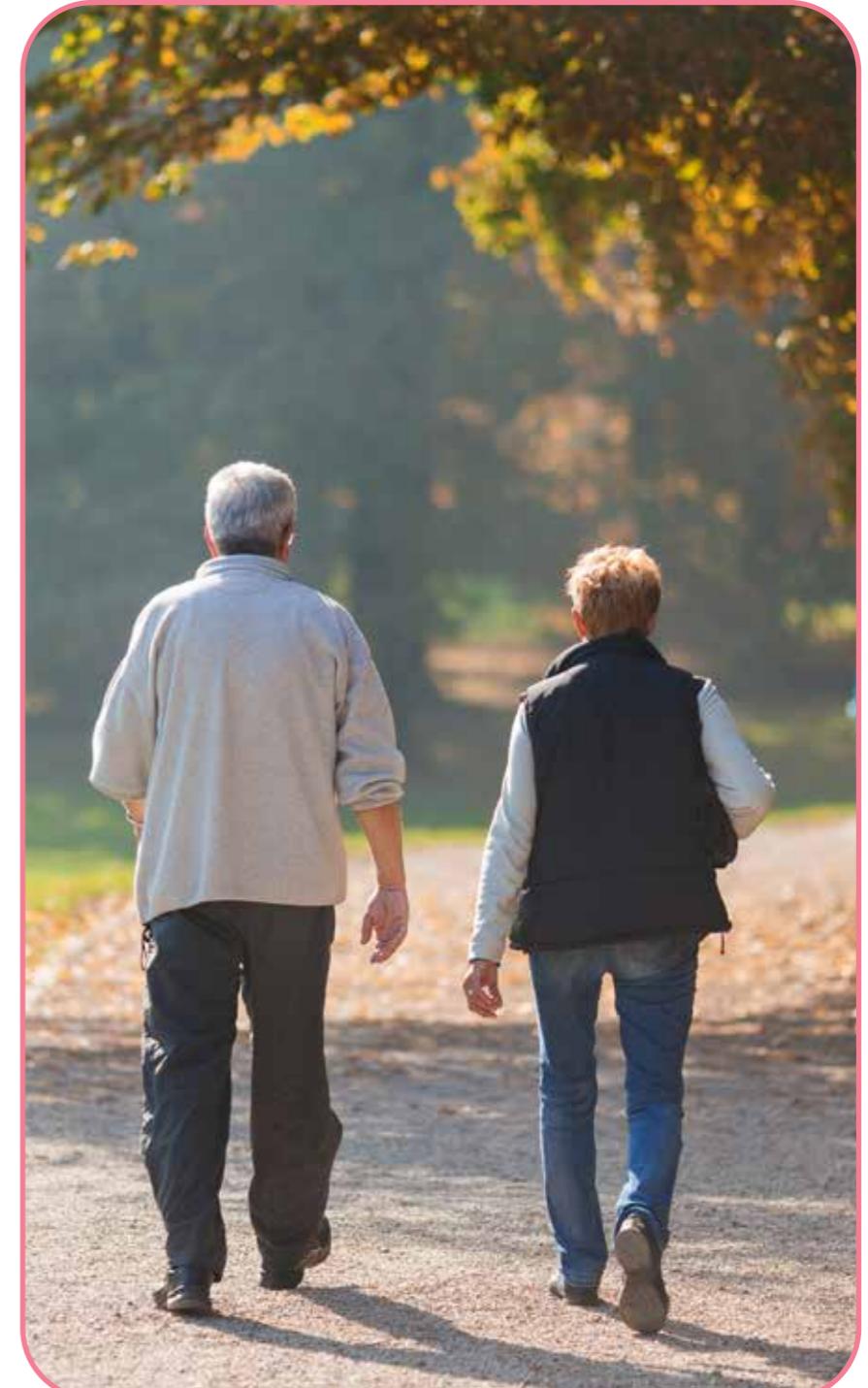
The development of active public space that is accessible, connected, inclusive and adaptable for all needs can lead to active daily living.

Community outreach activity to increase participation rates in physical activities can be realised through walking clubs, cycle hire, community growing projects and through indoor activities such as yoga, exercise classes as well as outdoor green gyms.

Greenfield Valley Heritage Park provides a local outdoor resource that is close to Holywell town centre and its neighbourhoods that can support walking groups, Park Runs, cycling and other activities. Fron Park is also close to the High Street and can provide opportunities for inter-generational activity, informal exercise and group activity. These activities can also support town centre businesses where local walking/running groups can meet and finish up at local cafes, establish community walking festivals and more.

There are also links into community groups and organisations that have a focus on physical and mental health and well-being, with exercise referral programmes, diet and nutrition advice, loan of community e-bikes and more. The role of the arts is also important as a form of well-being therapy whether this be through events, festivals or participating in crafts and making.

- **Actif North Wales project activity;**
- **Role of Greenfield Valley Heritage Park as an outdoor resource for organised recreational activity;**
- **Active travel network development linking into connectivity opportunities;**
- **Community outreach work that supports increased participation rates with established groups, the hard to reach and the wider community which improves well-being and other life chances;**
- **Explore ways for town centre businesses to enable community well-being through their products, space and experiences;**
- **Trialling activities that are low cost, accessible and bring people into the town centre such as art based activities, walking, cycling and greening areas.**



PLACE OPPORTUNITIES – CONNECTING COMMUNITY ASSETS

Holywell has an active and diverse range of community groups and organisations that provide support for its residents. Some are town centre located, others situated on the edge, and some found within neighbourhoods at Pen-y-Maes, Holway and in the Greenfield Valley. They provide a range of services for those on low incomes, citizen's advice, access to food, mental health support, family services support, activity for young people and support with health, well-being and employability. They are also places of religion, leisure, sports and wider community and social use. Some are run by the public sector, charitable trusts and bodies and through other community /voluntary sector partnerships.

The role of well-being in the town centre is ever more important with a need for residents to understand what is on their doorstep, what activities and support they provide and how to participate. There is therefore a need to network organisations so that there is a co-ordination between groups, and duplication is avoided. To continue with a multi-agency approach to anti-social behaviour and how a town centre hub approach can bring together skills, knowledge and links into the wider community.

On a physical level, some physical assets need to be more coherent and legible to people with the need for improved settings, linkages, parking and help with mobility. Some of these are clustered around North Road car park which includes the Leisure Centre, former Youth Centre building (now Flying Start), KIM Inspire Hub, Toe2Toe gym and also the High Street located Flintshire Connects. As part of Flintshire's wider approach to placemaking, it is also exploring ways to reduce anti-social behaviour (ASB) in the town centre with strategic and local agencies exploring if an asset within a central town centre location can be repurposed for early intervention activity and wider community well-being support.

There is also a key role for active travel in connecting community assets across places like Holywell as well as local public transport linking into neighbourhoods, daytime and evening.



- **To develop a networked approach to community assets and venues across the town centre;**
- **To develop better physical linkages between the cluster of community assets around the North Road parking area;**
- **To continue with the ASB intervention hub feasibility study and explore if the High Street located Flintshire Connects building can have a renewed focus on community well-being and early intervention services to tackle ASB;**
- **To link in active travel to and from neighbourhoods with Holywell town centre and to work with bus providers on local service provision.**

PEOPLE OPPORTUNITIES – NURTURING ENTERPRISE

Trading in Holywell town centre does have challenges but also opportunities. Whilst its location is not as visible as other North Wales towns, it has a local and loyal community and the potential to tap into visitor markets with Greenfield Valley Heritage Park, St Winefride's Well, its position below the Halkyn Mountain with its views out over the Dee estuary. Its High Street has a strong canvas due to its Georgian and Victorian history and its public realm provides generous space.

All of these qualities can underpin a town centre experience that looks to its former past, with mining and cotton trade industries, continues its theme of wellness and a place you journey to, through pilgrimage and other walks and trails. There are opportunities for local enterprises to tap into these



products, with support from public and local agencies in terms of physical infrastructure, marketing and promotion and helping with business case development and growth. Possible gaps include non-serviced accommodation, lifestyle/recreational products, locally made produce, eateries with a homemade focus as well as the creative sector with items such as ceramics, jewellery, garments and green/circular economy enterprises.

There is a need to search for and engage with micro and small rural enterprises that want to explore low-cost routes to market with support mechanisms for hiring market stalls, space within meanwhile units, themed events and product placement in visitor centres and more. Creating a “wellness” campaign that connects like-minded businesses projects a critical mass of businesses and starts to build interest and curiosity in Holywell.

- **To build on destination Holywell, exploring the “wellness” of the place;**
- **To research and understand rural and town enterprises, their ambitions and plans, and to understand barriers to growth and role of town centres like Holywell;**
- **To develop a suite of physical solutions that are tasters, bricks and mortar, retail collective activity and more;**
- **To develop marketing and promotion activities such as a Holywell Wellness card, social media and print campaigns, links into trails, social spaces and the Greenfield Valley experience.**



PEOPLE OPPORTUNITIES – PARTNERSHIP WORKING

Holywell exhibits an active network of local groups and organisations that have the community at the centre of their values and activities. Whether this be centred on well-being, leisure and recreation, environmental, young people, family support, pastoral care as well as civic and town development, they are all accessible to local residents. Large partner organisations are also playing a role with wider service delivery in the town that has both a local lens as well connecting into area-based plans and investments.

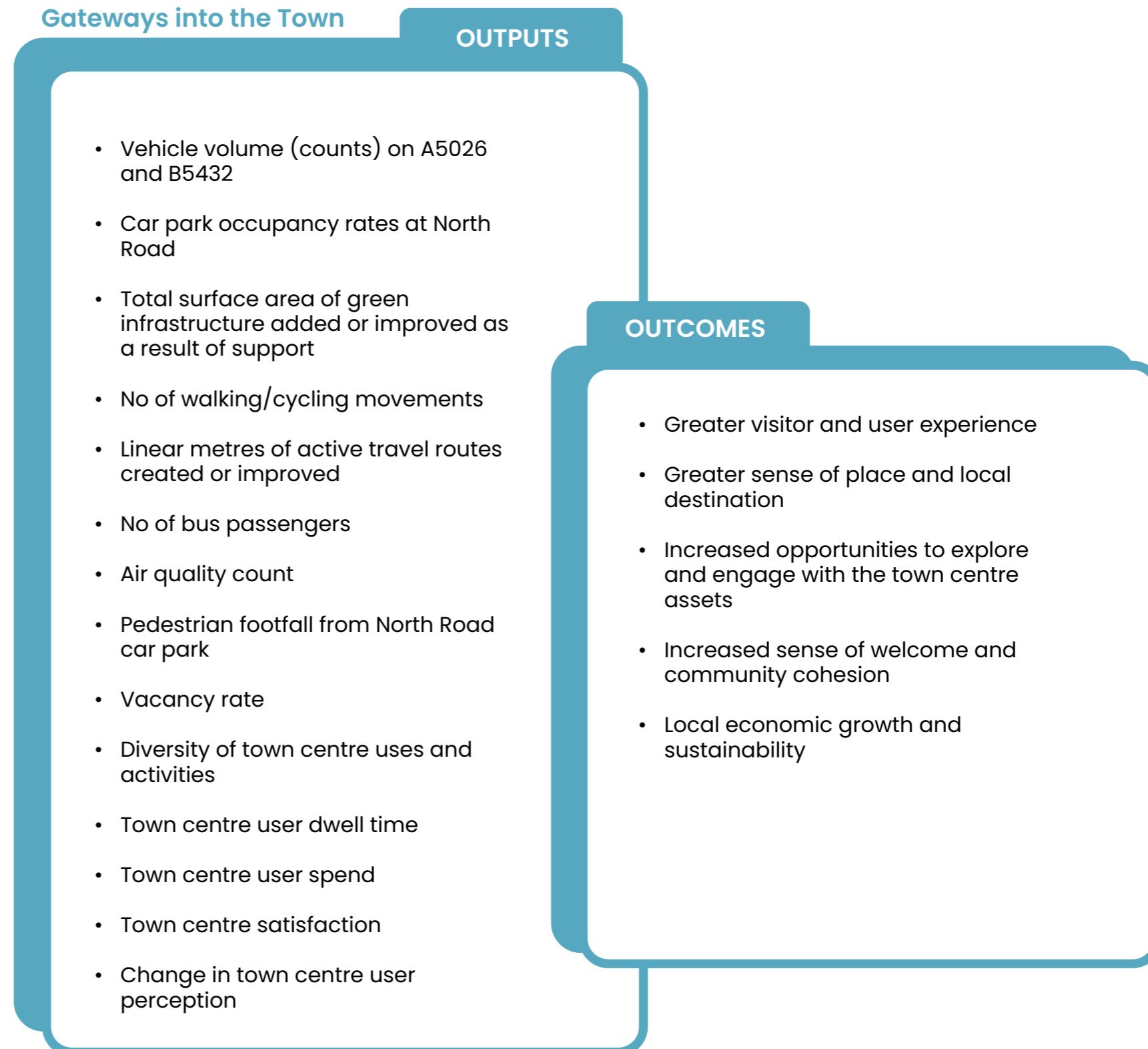
To ensure place-based activity and investments have impact and are sustainable, strategic and local partnerships need to be close to ensure all knowledge, experience, skills and effort are pointing in the same direction. A focus on the wider well-being of the town centre is being drawn out through conversations with a need for the space to meet, share and channel thinking and co-delivery.

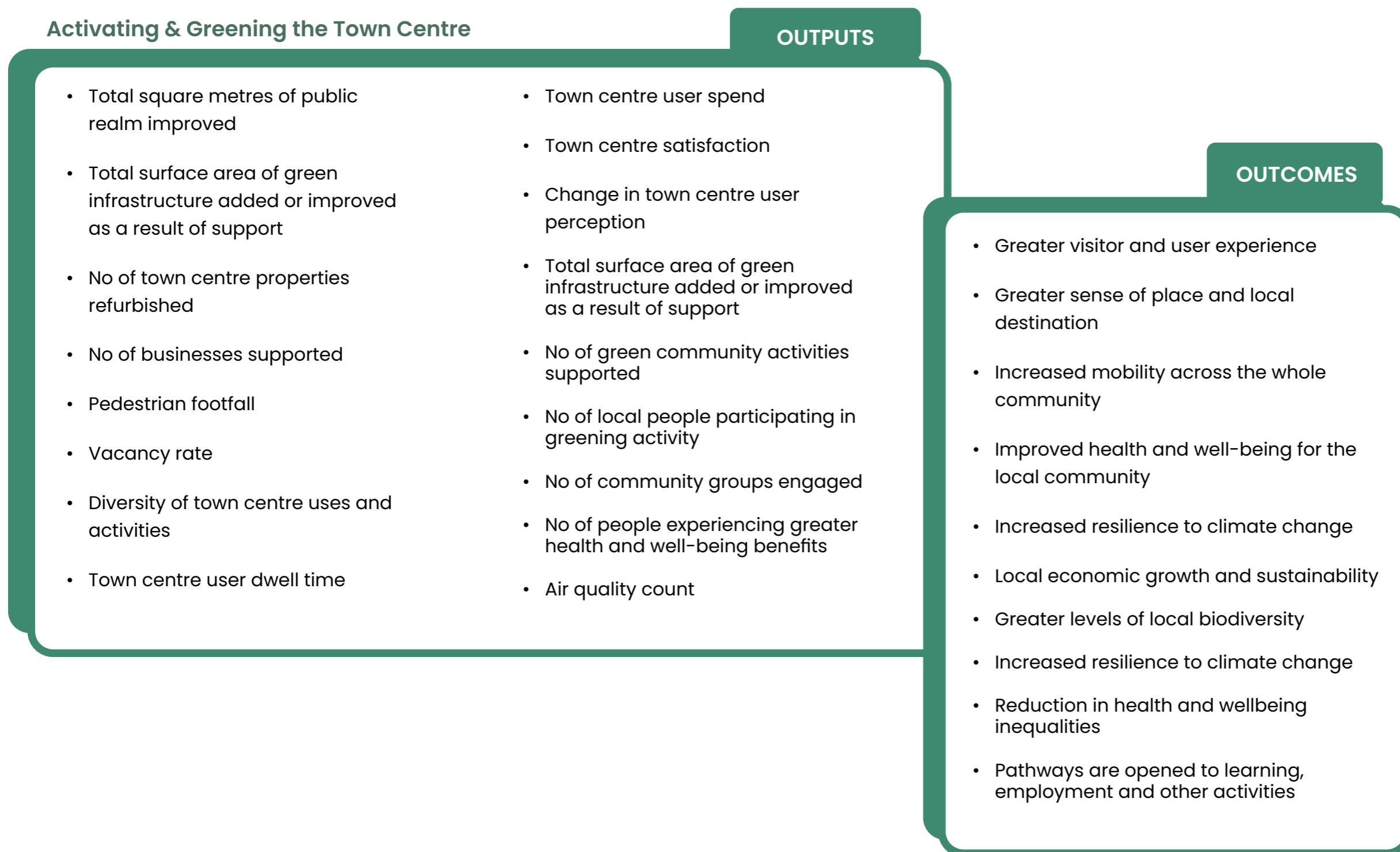
- **To develop action based partnership working that listens to community needs, aligns resources and partners to ideas and collaboratively develops, delivers and manages town centre investments.**

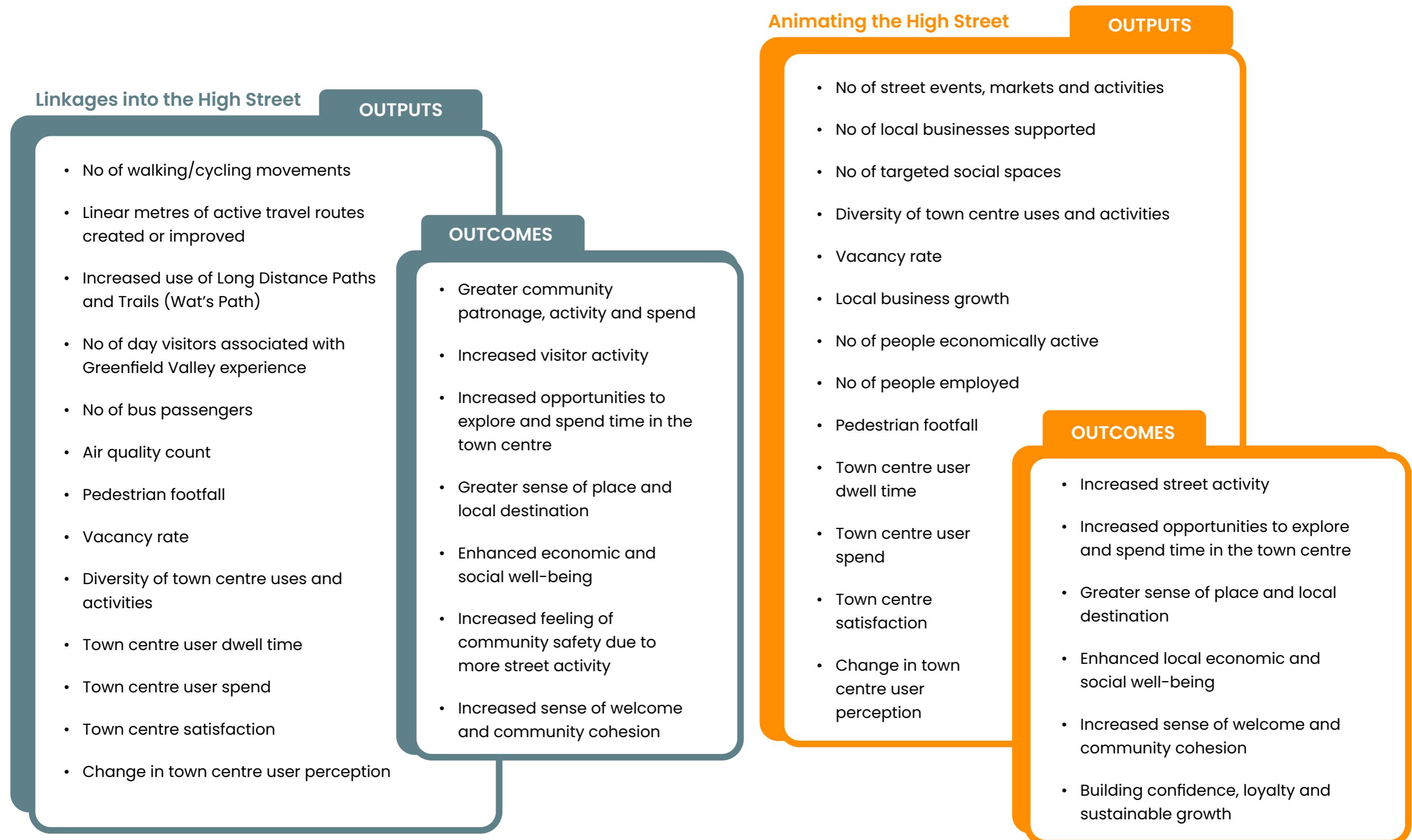


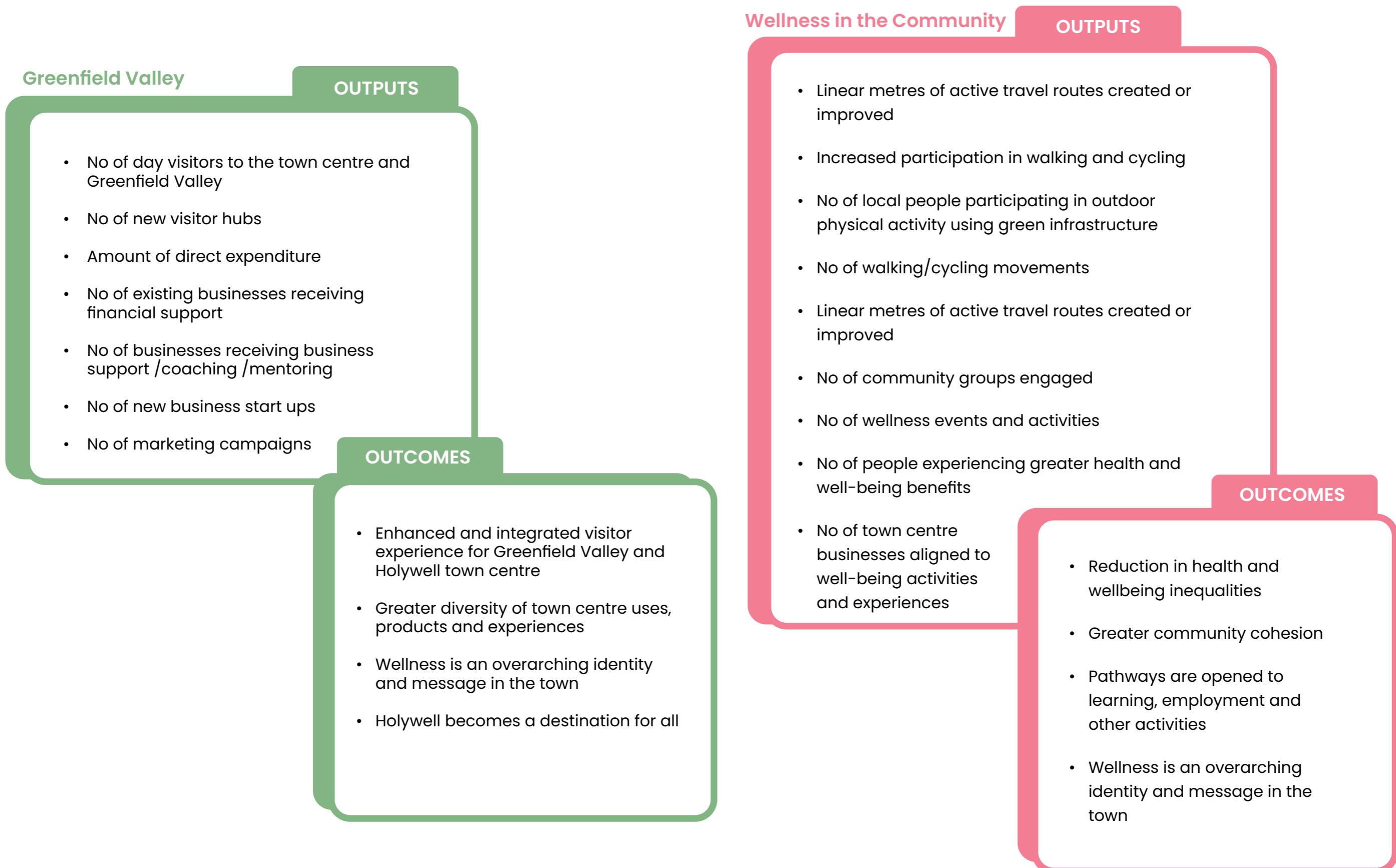
VISUALISING SUCCESS

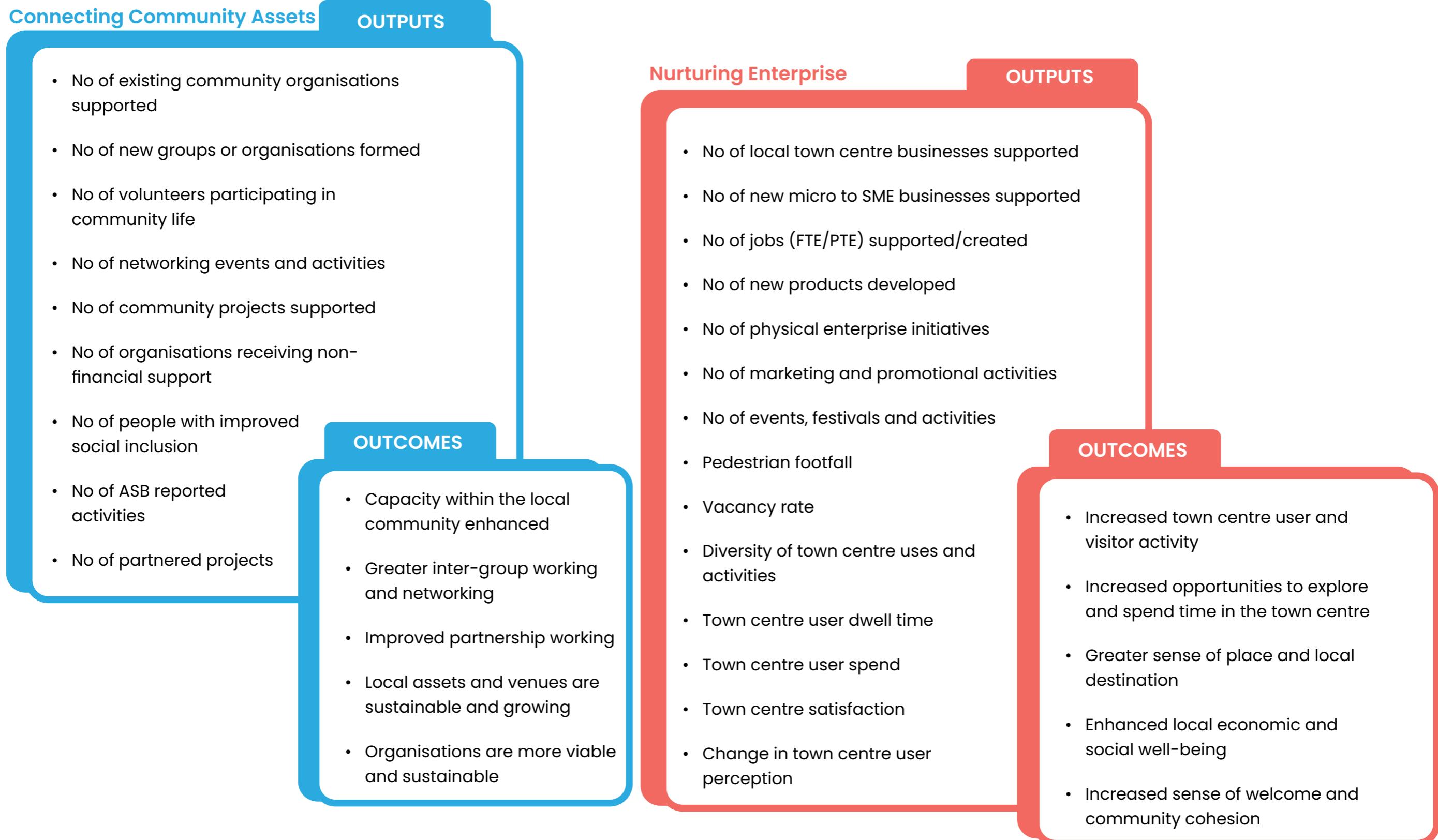
The need to understand what success looks like is important when you are enabling and delivering change within a place like Holywell. It helps to understand the outcomes that you are trying to achieve and the process you need to follow to reach these. Visualising success is also good for motivation and rally around a common purpose, building trust and relationships. It also importantly demonstrates to those organisations that are funding projects, that you are attaining your outputs and outcomes and shows a return on investment. The diagram shows examples of outputs and outcomes by theme, which form part of an evaluation framework that a place based partnership would use to monitor progress.

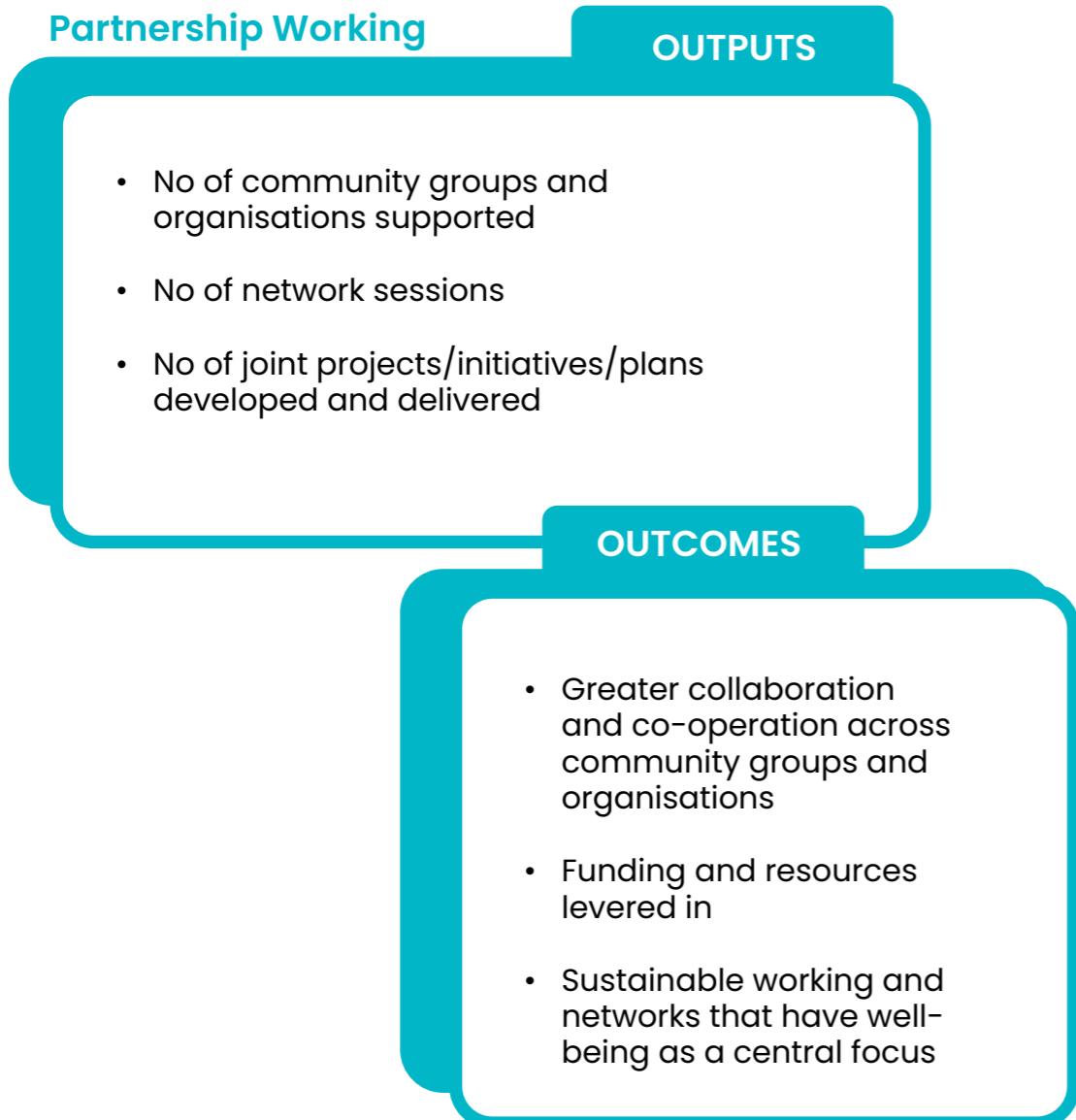












WAYS OF WORKING

Development & Delivery

Delivery of this Place Making Plan is dependent on a partnership approach where strategic and local organisations bring their own individual objectives into a collective set of proposals that mutually benefit each other and importantly benefit Holywell town centre and its immediate neighbourhoods. The opportunities within this vision and strategy require different mixes of partners, resources and timetable for development and delivery.

The key success factors for delivery within a Placemaking setting include:

- Understanding individual strengths including knowledge, expertise and physical assets and how these can be aligned.
- Communication and co-ordination at both a strategic and implementation level.
- Working to a common design code that ensures consistency in built environment and public space and meets respective climate change and sustainability targets.
- Connecting the needs of local residents with various pathways to learning, health and well-being, physical activity and employment.
- Presenting a unified identity for a place like Holywell, whilst respecting individual organisation's identities.

Partnership Working

The Placemaking Plan process has already initiated a partnership approach since it identified the need for a collaborative approach to Place Making across town centres in Flintshire in June 2022.

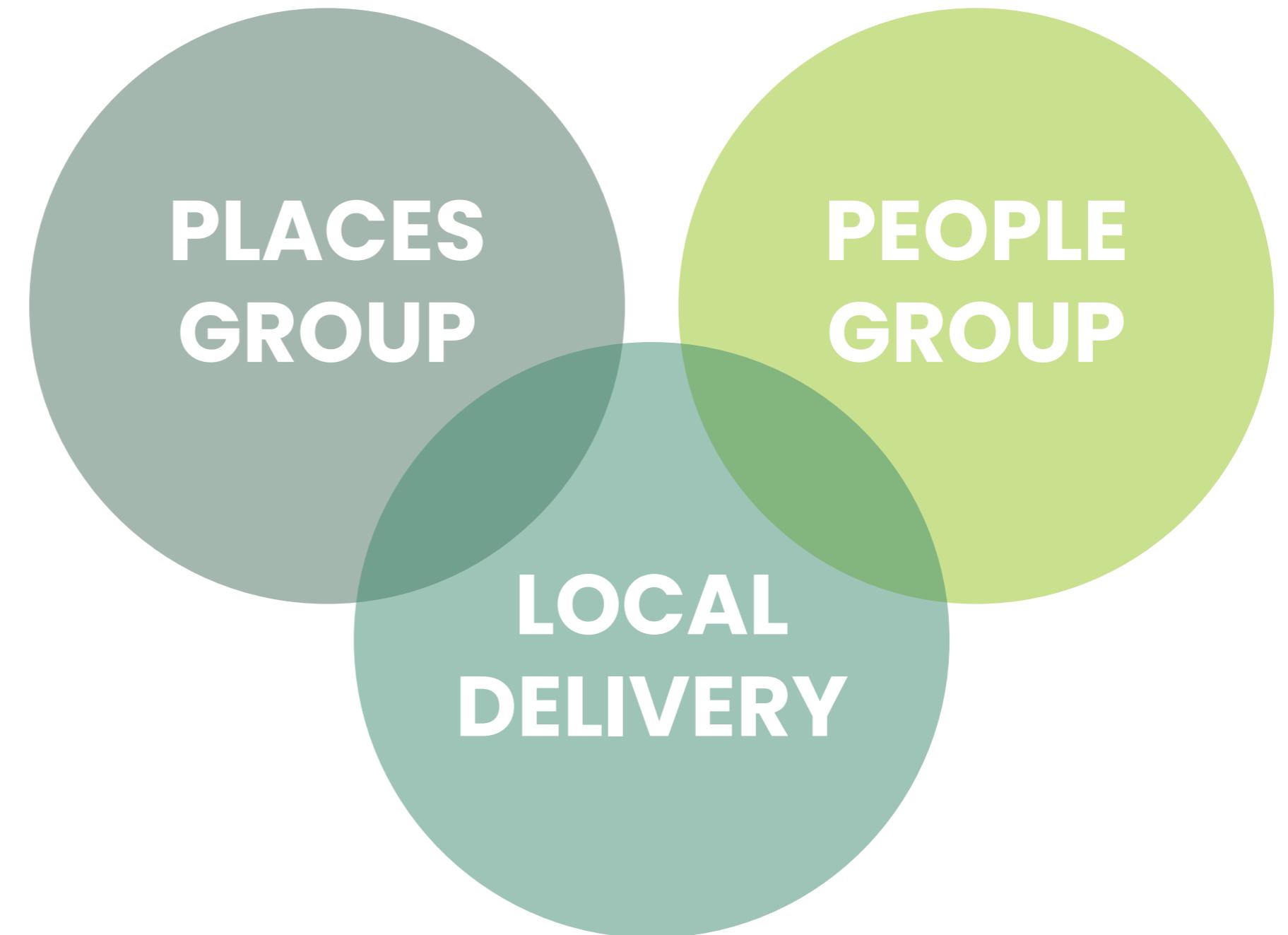
The Council has an established Places Group, which is part of Economic Collaboration Group governance structure. The purpose of the group is to achieve joined-up thinking, planning and delivery of priorities within town centres in relation to the built environment including redeveloping or improving properties, public realm improvements, green infrastructure and active travel initiatives. The group also has a role to discuss and agree funding priorities, including decision making for the use of funding available to the Council to implement Place Making.

A review of the Places Group was completed, and opportunities to improve its overall effectiveness were identified including i) Improve collaborative working and co-ordination of Place Making across the council, ii) develop an annual work programme reflective of place making activity being led by different services/ officers across the council and improve the monitoring and reporting of Place Making activity and delivery against approved Place Making Plans.

The Council has also established and co-ordinates a People focused services group which covers a range of mainly external bodies and organisations that have a people-focused element in their provision. Some internal Flintshire County Council services are also represented. This group includes representatives from the Betsi Cadwaladr University Health Board, North Wales Police, Flintshire Local Voluntary Council, amongst other organisations.

In growing this partnership approach, the Placemaking Plan needs to consider local, grass roots community groups as well as the local business sector, so that an equitable public, private community/voluntary sector alliance is formed. What form the partnership takes needs further discussion between organisations, so that it has an agreed purpose, aims and objectives, the right scale of operation, values and ways of working. Such a partnership would need to be designed so that it:

- Supports, enables and co-delivers place-based action in Holywell
- Provides a common space for organisations to share ideas and solutions
- Promotes Holywell within and outside of the local community and
- Makes the place better now and for future generations





chris jones r.l.
Roberts Limbrick

The text 'chris jones r.l.' is in a large, bold, black font. Below it, the name 'Roberts Limbrick' is written in a smaller, black font. The background of this section is a light green color with a faint outline of a building.