

CONNAH'S QUAY PLACE MAKING PLAN



Wedi ei ariannu gan
Llywodraeth y DU



Funded by
UK Government

This document has been prepared on behalf of:

Flintshire County Council



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Project Number: 11647

Revision: 5

Issued: September 2025

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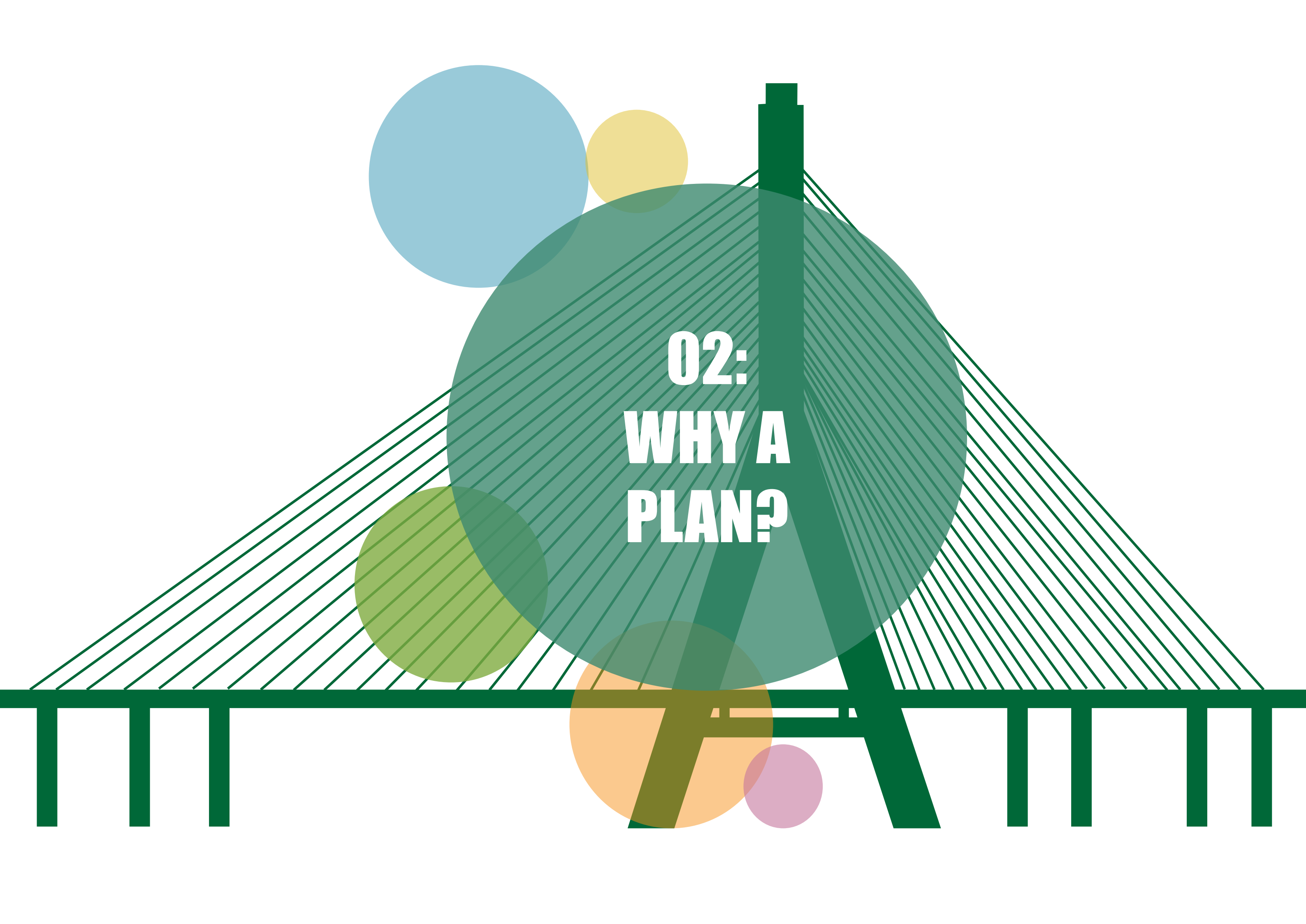
**01:
PURPOSE**

WHAT IS THE PURPOSE OF THIS PLACE MAKING 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 Connah's Quay. Connah's Quay is one of seven towns across Flintshire, having a Place Making Plan developed, including Buckley, Flint, Holywell, Mold, Queensferry and Shotton.

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



An abstract graphic design featuring a central teal circle with diagonal hatching. To its left is a light blue circle, and below it is a green circle with diagonal hatching. To the right of the teal circle is a yellow circle. Below the teal circle is an orange circle, and to its right is a purple circle. A dark green bridge structure with multiple vertical supports and a network of diagonal cables spans the background. The text '02: WHY A PLAN?' is centered in white, bold, sans-serif font over the teal circle.

02: WHY A PLAN?

WHAT IS PLACE MAKING?

Welsh Government 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 Connah’s Quay 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 environment in which people feel welcome and comfortable.

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 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. This is established through a thorough process of engaging and consulting a wide range of stakeholders to:

- Identify town issues, for example relating to transportation, active travel, green infrastructure, housing, and health.
- Analyse the strengths, weaknesses, opportunities and threats of a town centre and its performance.
- Establish baseline data for a town centre.
- Identify a clear boundary identifying the core town centre as well as the periphery of the town.
- Align with other local and regional plans, strategies, and priorities.
- Understand issues such as level of retail provision and potential for refocusing a more concentrated offer/ repurposing town centre premises where appropriate.

In response to Welsh Government’s request for Place Making Plans, Flintshire County Council’s Regeneration Team has developed and agreed an approach to coordinating 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 focused on the towns of Buckley, Holywell and Shotton in 2023–24. Tranche two of the work programme looks at the towns of Connah’s Quay (which this document supports) and Queensferry. The final tranche of work focuses on the towns of Flint and Mold.

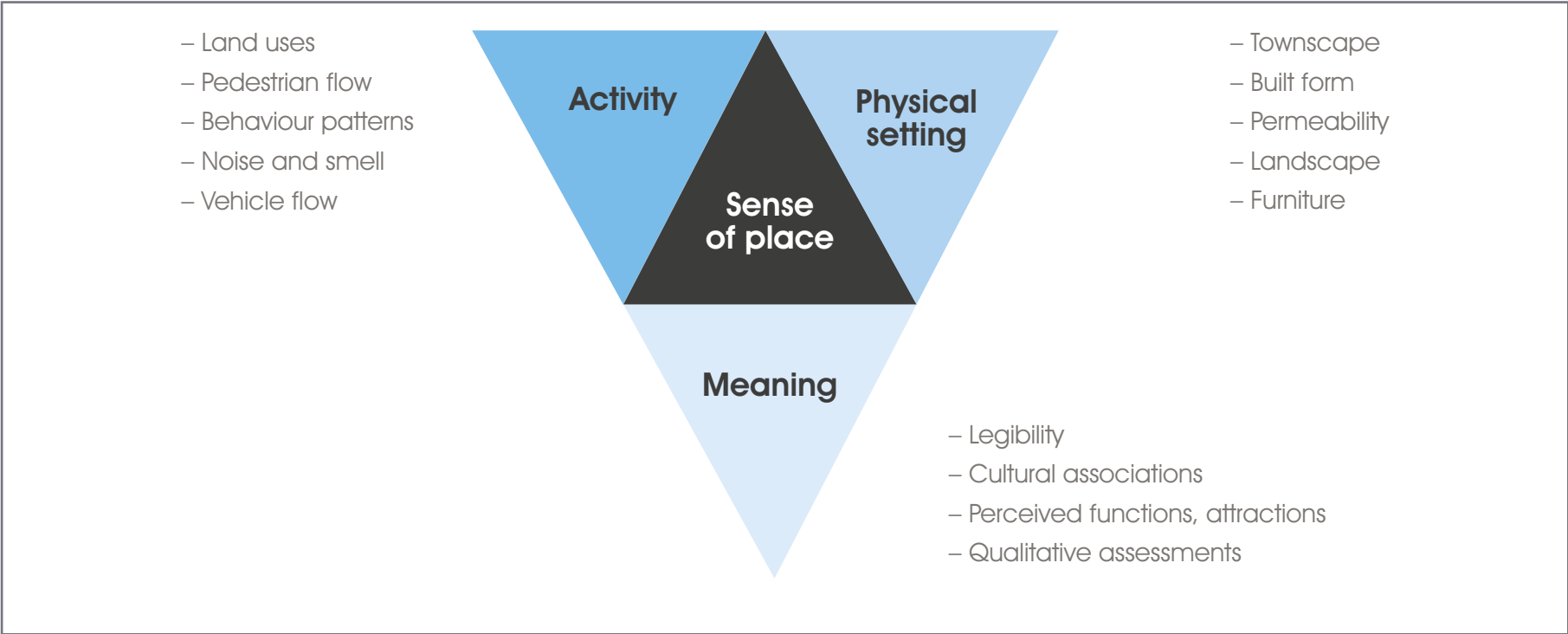


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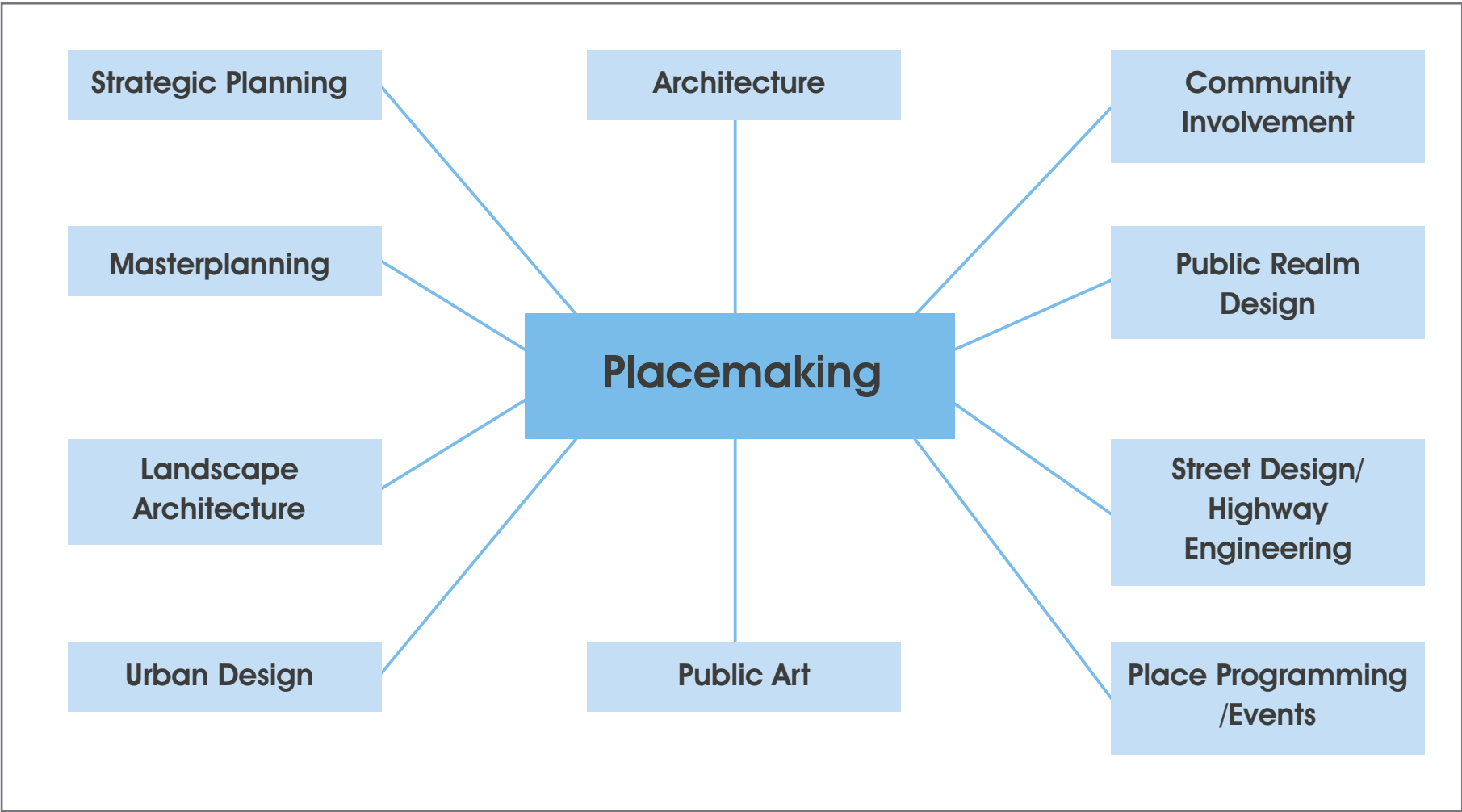


Image from DCFW

**03: OUR PLACE
MAKING
PROGRESS**

OUR PLACE MAKING 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 Connah’s Quay as a place has been distilled into a Place Making Plan, which has responded to the needs of the place and community. The process included a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, identification of key themes for consideration, and the development of a place-specific vision. This vision is supported by a set of aims, objectives, and an opportunities framework. The framework provides a clear direction for turning opportunities into actions, moving forward alongside strategic and local partners committed to co-delivery and collaborative working.



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04: UNDERSTANDING THE PLACE

THE HISTORY OF CONNAH'S QUAY

Historical Development

Connah's Quay known locally as "The Quay" is a community, and the largest town in Flintshire, lying within the Deeside conurbation along the River Dee, near the border with England. It lies just south of Deeside Industrial Park, one of the largest such complexes in the region. The major part of Tata steelworks is on the town's border on the north bank of the River Dee. It is home to Wepre Woods, an ancient woodland in the town, that includes Ewloe Castle which dates from the 13th century.



Source: *Understanding Welsh Places*

The earliest recorded settlements date from the time of the Domesday Book, listed as 'Wepre', part of the Hundred of Ati's Cross, Cheshire, that incorporated what is now northeastern Flintshire and parts of Cheshire.

Until the 18th century, the area where Connah's Quay and its neighbours Shotton, Aston and Queensferry now stand was nothing more than fields and a handful of inhabitants. It was not until the silting of the River Dee ended Chester's port activities that people and commerce began to flood in. The docks at Connah's Quay became a vital source of trade and finance for the greater Flintshire area, and with the advent of the railways during the 19th century a number of railway companies began to appear.

The first railway to appear in the area was the Chester and Holyhead Railway running across the coast of North Wales linking the rest of Great Britain with Ireland via the port at Holyhead. The purpose of this railway was chiefly for post to and from Ireland. During the 19th century, the railway's importance grew as Holyhead became the destination of choice for Ireland rather than Liverpool. Most of the line was quadruple tracked and this included the stretch through Connah's Quay.

With the success of the Irish Mail trains, the dock was connected by the Wrexham, Mold and Connah's Quay Railway (WMCQR) to the nearby town of Buckley,

chiefly to transport bricks, clay and pottery products. A railyard was established at Connah's Quay docks with small feeder lines to the lines at Shotton, connecting to the North Wales and Liverpool Railway and the Chester and Connah's Quay Railway. A major steel works, John Summers & Sons, was founded in 1896 and is now owned by Tata Steel. Although now known as Shotton Steel, the plant lies mainly in Connah's Quay.

The town grew from this small port, that included a Ferguson shipyard that built the historic ship Kathleen & May, to become a major railway town.

By the late 1950s, the port had virtually ceased trading and the railway was in terminal decline. The two docks had by then long silted up, imprisoning the rotting hulk of an old wooden ship, the Bollam. This old vessel was believed to have taken part in rescuing the defeated British Expeditionary Force from Dunkirk.

The town's passenger railway station (Connah's Quay railway station) on the North Wales Coast Line and northern terminus of the WMCQR line was open between 1870 and 1966. While the line remains open, there is no trace of the former station. The street Leighton Court was built in 1998 on the site of the former station forecourt as well as the former WMCQR line, which had been lifted many years before. In fact, the growth of housing in the town and greater area since the line to Buckley was removed means that there is almost no trace of the former line. Its former

path across the cricket pitch, up Pinewood Avenue and down past the substation has been completely built over.

Another activity that ceased with the closure of the port was fishing. Fishermen would row out across the river in an arc, paying out a long net over the stern of the boat as they went seine fishing. They then returned to shore and hauled in the net. Mostly they caught fluke, which would then be sold from barrows pushed around the housing estates.

By the 1970s, facilitated by the lifting of the Buckley line, the town had absorbed the nearby hamlets of Golftyn, Kelsterton and Wepre and many housing projects were developed.

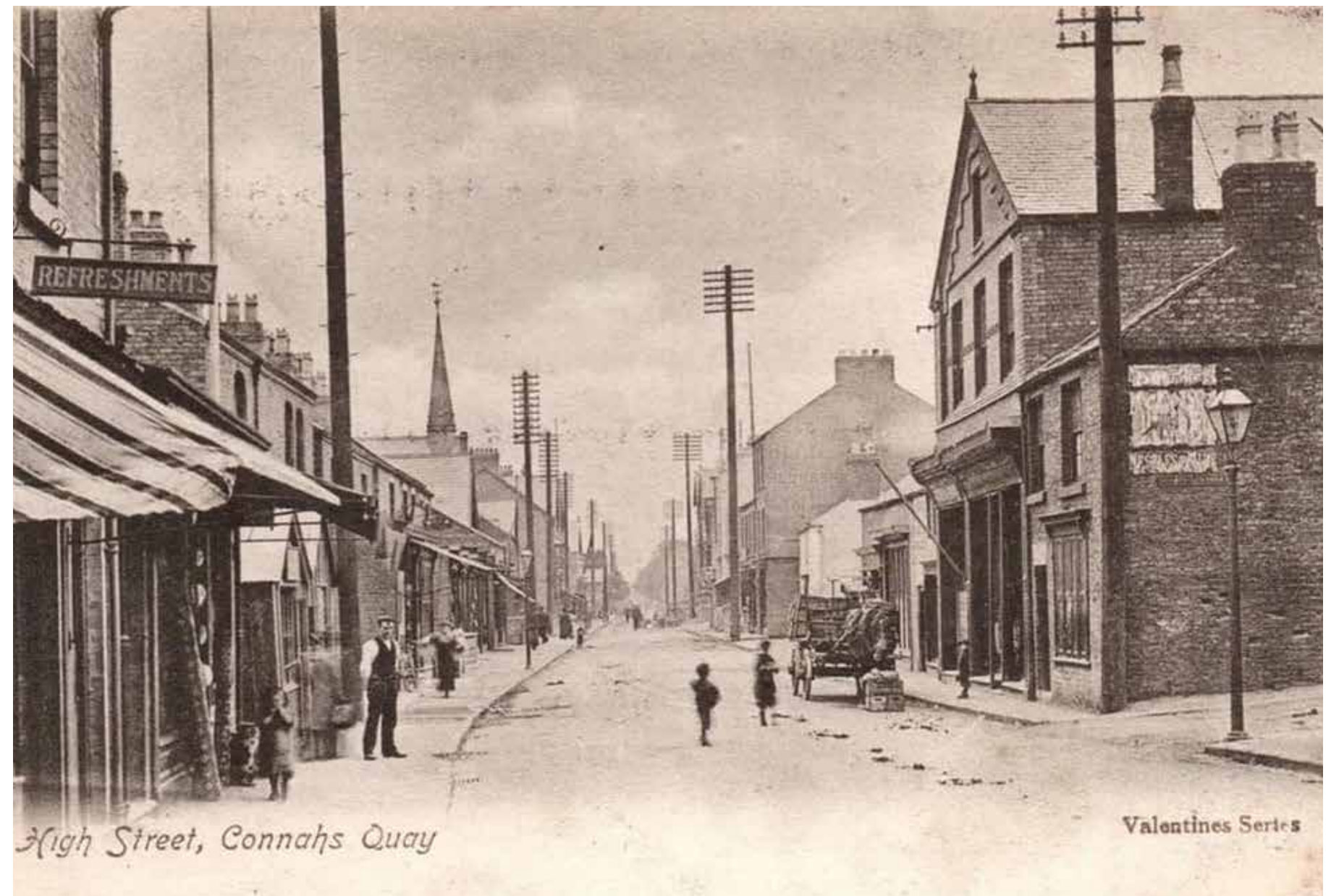
As with many small towns, the decline of local commerce has resulted in Connah's Quay overdeveloping its houses at the expense of shops and businesses. Many of these houses were indeed re-fittings of former shops. As a result, the town's population has swollen from a few hundred inhabitants to close to twenty thousand over a period of 50 years.

There are nine Grade II listed buildings in Connah's Quay. The listed buildings include:

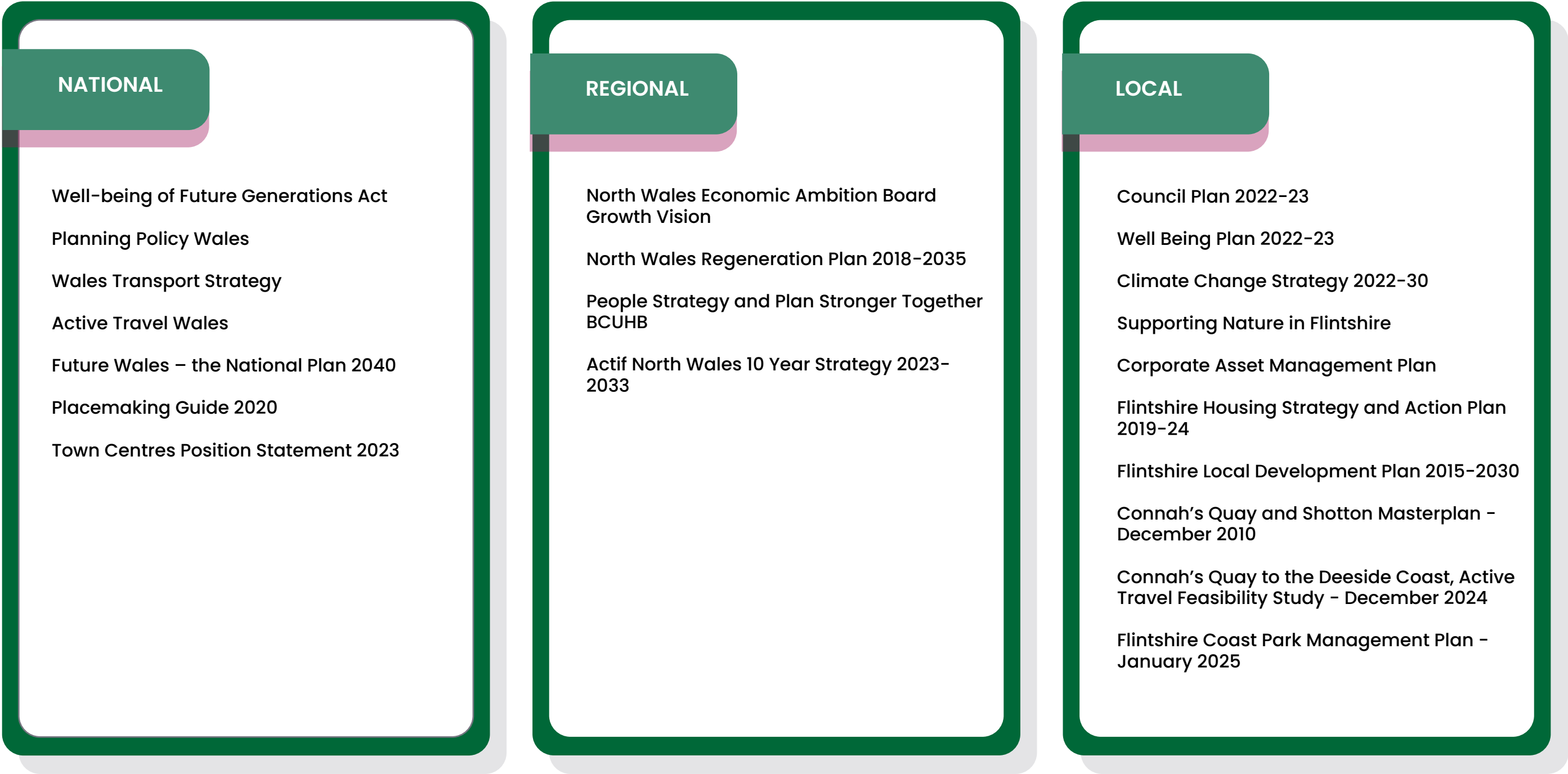
- The Old Quay House Inn
- The Ship Public House

- The Dock Basin
- The War Memorial
- Church of St Mark

Additionally, Wepre Park contains the historic Grade I listed Ewloe Castle, Connah's Quay Ponds and Woodland, which is designated as a Site of Special Scientific Interest (SSSI).



POLICY LANDSCAPE AND SETTING



The policy context for a place like Connah's Quay is important because it shows how the place fits within national, regional, and local priorities. It provides strategic direction, ensures alignment with wider agendas, and highlights both the opportunities and constraints that could influence its future 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 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, Mineral Technical Advice Notes² 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.

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 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. 'Llwybr Newydd: the Wales Transport Strategy 2021' recognises these changes and sets out a 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.

Future Wales – the National Plan 2040

Future Wales – the National Plan 2040 is the 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.

Active Travel (Wales) Act 2013

Walking and Cycling gained support when the Welsh Assembly passed the Active Travel (Wales) Act, which 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.

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 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. The 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 identified within 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 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

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.

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.

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.

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 – 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 will require Corporate Joint Committees 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 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, which 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 aims will be delivered through specific plans relating to infrastructure, skills and employment and supporting business growth. As a result, the NWEAB was invited to develop a bid by the UK Government in 2019 for capital funding to support infrastructure development to aid economic growth and the

six local authorities, along with the private sector, education and third sectors, who have collaboratively adopted a growth vision for the economy of N. Wales to 2035. 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 Growth Deal bid seeks initial key funding from UK and Welsh Government to invest in key infrastructure enabling development to provide real impetus for the long-term vision to be realised.

The Bid consists of a series of projects under eight programmes and key projects in Flintshire including 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. Its shared vision statement is set out below.

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."

The Strategy provides guidance on how available funding should be prioritised, and helps to align the regeneration process with other initiatives to port 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.

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 in 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 its 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 been 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 being 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 coordinated 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 Connah's Quay 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
- 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 (PSB) is where public sector organisations across Flintshire and Wrexham come together. They are working with our communities to change how they do things, to make sure it will be able to face the challenges ahead such as the climate and nature emergency, and how it ensures 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. It is committed to working with energy and enthusiasm and listening to others. This means involving 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.

It has a strategic partnership with a strong focus on taking a shared approach to learning, decision-

making and action. Together, the organisations employ lots of local people. Every member of the PSB is an anchor institution, there for the long term and working for the area, looking at how they use their resources better to build a fairer, healthier place.

The main thematic and outcome area for the Well-being Plan is "Our Communities" which is focused 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 it 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 Council supports the declarations made by Welsh Government for the Public Sector to become carbon neutral by 2030, and in December 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.



Corporate Asset Management Plan

The Council's Asset Management Plan is a fundamental component in the effective delivery of our corporate priorities and strategies. The provision of the right asset in the right place at the right time will ensure the effective and efficient delivery of a comprehensive range of high quality public services.

The document also ensures appropriate linkages to the Welsh Government's ambition for a Net Zero carbon Public Sector by 2030, the Welsh Government's Future Generation Act and the Council's Climate Change Strategy.

Key Aims

- Provide a clear context within which proposals for capital expenditure are evaluated to ensure all capital investment is targeted to deliver the Council's priorities as set out in the Council Plan.
- Set out how the Council identifies and prioritises capital requirements and proposals arising from various strategies including the Council Plan, Portfolio Business Plans, and other corporate strategies and how they will be managed within the limited capital resources available.
- To contribute to the Welsh Government's Net Zero Public Sector by 2030 and manage assets to adapt to the changing climate as well as fulfilling our duties to enhance biodiversity and resilience of ecosystems.
- Critically challenge our current estate, continue with the programme of asset rationalisation, ensuring that assets retained are effective, efficient and sustainable to deliver services.
- Maximise capital receipts, whilst balancing the need for land retention for our own carbon sequestration purposes.
- Identify and consider options available to fund capital expenditure that minimises the ongoing revenue implications of historic capital expenditure and of any new investments.
- Use partnerships, both public and private, more effectively to support our overall strategy.
- Build on our arrangements for managing capital projects including assessment of outcomes and achievement of value for money.

Long Term – Where Does Flintshire Council Want To Be

The aim of our long-term corporate Asset Strategy is to move towards an optimal portfolio of assets and to maximise income. To achieve an optimal portfolio of assets, we have considered what assets we need to deliver the Council's corporate objectives efficiently. This Asset Strategy directly relates to the Council's purposes: the services it is responsible for providing and the statutory functions we are responsible for fulfilling. It links the assets we require in order to provide services and fulfil its functions.

The optimal portfolio is not simply the assets that the Council would ideally like to have if resources were unlimited, but those assets that best enable corporate objectives to be delivered, taking into account overall value for money and the needs of our local communities.

This high level strategic document makes reference to the more detailed asset management plans developed within portfolios for example; Climate Change Strategy, Schools Modernisation, Highways Asset Management Plan, Housing Business Plan, Corporate Property, Industrial Estate, Agricultural Estate and the Digital Strategy.

At a high level for the varying categories of assets the strategy includes our plans for:

- Low carbon in operation and increased carbon sequestration across our assets purchasing and constructing new assets to low carbon or net zero carbon standards and as a vehicle to increase carbon sequestration and reduce our energy costs.
- Investing in and replacing existing assets.
- Transferring assets to other organisations. I.e. Community Asset Transfers.
- Disposing of assets that are surplus to requirements.
- Setting out the long-term modifications required to the Council's portfolio of assets to deliver efficient services in the future.
- Links with various other Council strategies including the Council Plan, Portfolio Business Plans and other corporate strategies to identify changes required to the Council's portfolio of assets.
- Managing, in conjunction with the Capital Strategy, the levels of investment required within the limited capital resources available.
- Determining what assets are required for effective service delivery.
- Seeking to maximise opportunities to generate sustainable income levels, through rent for example, whilst reducing the Council's liabilities.
- Critically challenging our current estate, continuing with the programme of asset rationalisation, ensuring that assets retained are effective, efficient and sustainable to deliver services.

Projects

Projects with a town centre or regeneration focus include:

Alyn and Deeside – A bid for £10.52m has been submitted to UK Government which includes the following proposals:

- The redevelopment of Connah's Quay Docks;
- Construction of a new centre for the Sea Cadets at Connah's Quay Docks;

In addition, Transport for Wales has submitted a strategic transport bid on behalf of the Council and the wider region for improvements on the Wrexham to Bidston railway line. The bid includes goods siding improvements to facilitate an increased service frequency on the line for passenger trains and a new station to serve Deeside Industrial Park.

Deeside Leisure Centre (DLC) is 50 years old and reaching the end of its economic useful life. It is the largest sports facility in the County at 15,000m² and is of strategic importance regionally and locally in terms of sports participation and health and wellbeing. It is an ageing building occupying too large a footprint with inefficient energy systems. The building is not sustainable beyond the medium term. The Council has undertaken a feasibility study and business case of options for the leisure centre going forward and will review the impact this may have on the Capital Programme and any future potential revenue savings.

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

“Supporting Nature in Flintshire” is Flintshire County Council’s second plan for maintaining and enhancing biodiversity in Flintshire. 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 of each other to ensure all the 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, these include:

- 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 Local Development Plan 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.

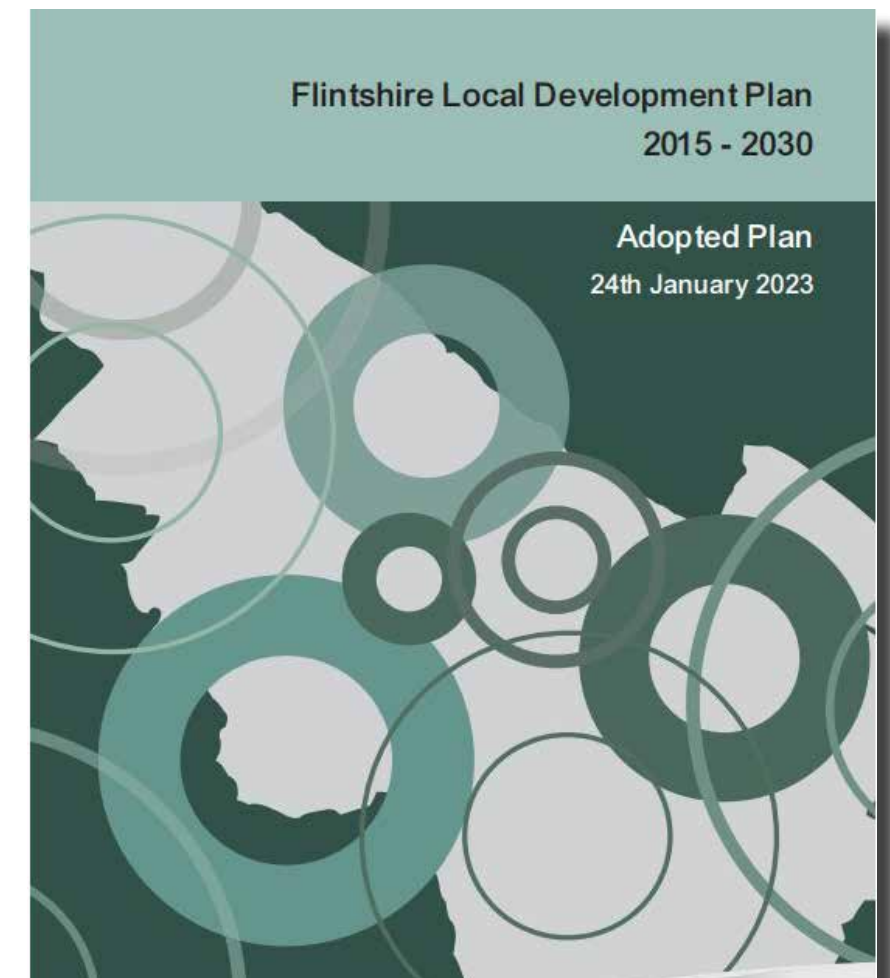
The aim of the plan is to enable the delivery of sustainable development in a manner that balances all of the Well-Being requirements in a sensible and proportionate way, to allow the right development to occur in the right places.

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. Protect and support the Welsh Language.
7. Create places that are safe, accessible and encourage and support good health, well-being and equality.

Delivering Growth and Prosperity

8. Facilitate growth and diversification of the local economy and an increase in skilled high value employment in key sectors.
9. Support development that positions Flintshire as an economically competitive place and an economic driver for the sub-region.
10. Repurpose the role and function of Flintshire's town centres as vibrant destinations for shopping, leisure, culture, learning, business and transport.
11. Ensure 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.
12. 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.
13. Promote a diverse and sustainable rural economy.
14. Support the provision of sustainable tourism development.

Safeguarding the Environment

15. Minimise the causes and impacts of climate change and pollution.
16. Conserve and enhance Flintshire's high quality environmental assets including landscape, cultural heritage and natural and built environments.
17. Maintain and enhance green infrastructure networks.
18. Promote good design that is locally distinct, innovative and sensitive to location.
19. 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:

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

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

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.

Town Level

Connah's Quay and Shotton Masterplan, December 2010

This masterplan for Connah's Quay was intended to help guide environmental improvement and regeneration in the towns over the next ten years. It has been prepared by planning, urban design and regeneration consultancy practice Urban Practitioners on behalf of Flintshire County Council and the Connah's Quay Town Partnerships. Urban Practitioners was aided by Savills, providing property market advice, and Barnes Walker landscape architects.

The urban renewal programme covers housing and energy efficiency improvements but will also include streetscape enhancements to make the towns more attractive. The masterplan includes a number of environmental improvement projects which could be implemented as part of the urban renewal programme. The masterplan also makes recommendations for the future role of the town centres and highlights the development potential of key sites.

Connah's Quay issues

The centre of Connah's Quay is poorly defined with significant amounts of housing, especially on the northern side, present at ground floor. The main concentration of shops is focused on the Connah's Quay Precinct. This consists of two buildings which are a negative feature of the streetscape. The Precinct is somewhat removed from the Somerfield supermarket which is set back from the road, this arrangement is likely to discourage linked shopping trips to the supermarket and the high street.

There is a strong presence of community and civic land uses within the centre. This includes a discernible 'Civic Campus' which focuses on a central square. However, the Civic Campus faces away from the high street with the back of the library providing poor frontage to the primary route through the centre. The new medical centre, behind the Precinct, is another key community resource and a high quality building which could bring new visitors to the commercial area. However, it is poorly connected to the high street, with the link impacted by the poor quality environment to the rear of the Precinct. A culverted brook runs through the space between the Precinct and the medical centre, this may impact the potential for change in the area. There are a number of public



spaces through the centre. At the northern end, the park in front of Connah's Quay Bowling Green is well maintained and contains a good quality play space.

The green space between the library and High Street is well maintained and a positive feature in the town centre. However, it lacks a clear function and has a poor relationship to the library which faces the opposite direction. Within the Civic Campus, the central square is well maintained and pleasantly landscaped but is separated from the civic buildings by access roads.

Connah's Quay Opportunities

There is potential to improve the streetscape design along the length of the High street. A key feature of this is the removal of unnecessary guard rails and introduction of street trees. Wholesale replacement of street furniture, lighting or paving is not likely to be cost effective for the improvement it would bring.

If Connah's Quay is to maintain its role as a local shopping centre, the length of High Street should be clearly defined by continuous commercial frontage. Opportunity exists to not permit residential uses at ground within a well defined central area whilst encouraging conversion of buildings to residential outside this area. The low quality of some buildings within the centre presents development opportunities. Connah's Quay Precinct should be redeveloped to provide more attractive frontage to High Street and improved connections to the new health centre. The Civic Campus could be remodelled, potentially including the supermarket site, to provide new high quality civic and retail facilities or other uses. The current role of Connah's Quay is strongly linked to the civic and community uses in the centre, any remodelling of this site should be linked to enhancing the civic and community offer.

There is potential to increase access to the largely overgrown green land beside the Wepre Brook to the north of High Street. This could become a formal ecology/nature park with direct access from High Street and be viewed as a town centre resource attracting visitors to the commercial area.

Strategic Vision

"In ten years' time both centres will be attractive places with new street trees and an improved pedestrian environment. Connah's Quay and Shotton will be popular places to live with strong links to high quality open green spaces. The centres will fulfil all local needs with the B5129 remaining the main focal point for activity. Connah's Quay will provide a range of community services in high quality buildings. The Precinct in Connah's Quay will be a positive feature of the town. Shotton will remain a busy high street and be the main focus for commercial activity. Both centres will have a number of small attractive public spaces which are pleasant places to sit and relax."

Strategic Objectives

These strategic objectives set the goals which the individual projects aim to achieve.

- Making the centres greener places.
- Make the most of every space.
- A street for pedestrians and vehicles.
- Linking Wepre Park and the Dee.
- Improving Connah's Quay community facilities.
- Making the Precinct a positive part of Connah's Quay.



Connah's Quay to the Deeside Coast Active Travel Feasibility Study, December 2024

Local Transport Projects Ltd (LTP) was commissioned by Flintshire County Council (FCC) to undertake a study into the feasibility of developing an active travel (walking, cycling and wheeling) route which is suitable for users of all abilities between Connah's Quay and the Wales Coast Path at Wepre Brook on the Deeside coast.

Background – The Problem

Connah's Quay is Flintshire's largest town with a population of close to 17,000. Due to limited existing active travel infrastructure, the population remains largely disconnected from the Deeside Coast. The two main barriers which currently prevent improved active travel access are:

- The Chester to Holyhead railway line – Located between Connah's Quay and the coast, this is one of the busiest sections of railways along the North Wales coast. Currently, only a limited number of crossings over/under the railway are provided for active travel users.
- Dock Road – Accessed from the B5129 High Street, Dock Road forms the only vehicular route between Connah's Quay and the coast and the route currently lacks high quality infrastructure to support active travel journeys.

Background – The Opportunity

The Deeside coast provides access to the Wales Coast Path and Deeside Industrial Park which is Deeside's largest employment area. Dock Road, which runs parallel to the River Dee, is also a key employment area. Improving active travel access between Flintshire's largest town and the Deeside Coast, creates a significant opportunity to encourage modal shift, improve walking and cycling access to key destinations, increase levels of active travel and better connect communities. In addition, improving active travel access would link well with national, regional and local transport, health, economic, environmental and place-making priorities.

Project Objective

Any active travel improvements would seek to address the existing active travel barriers, deliver the identified opportunities and be aligned to national, regional and local policies. As such, the following overall objective for this Feasibility Study has been set:

- To assess the feasibility of developing active travel infrastructure which connects Connah's Quay to the Deeside Coast which enables walking and cycling as a convenient, safe, healthy, enjoyable and inclusive activity for both utility and leisure journey purposes.

Option Creation

Following the baseline research/data analysis, site visit and community engagement processes there are considered to be the following high-level options for developing active travel infrastructure which connects Connah's Quay to the Deeside Coast which enables walking, wheeling and cycling as a convenient, safe, healthy, enjoyable and inclusive activity for both utility and leisure journey purposes:

- Option 1 – Replace the existing pedestrian footbridge at the northern end of Bridge Street with a bridge that can suitably accommodate people who walk, wheel and cycle and develop an onward active travel route to the Wales Coast Path via Dee Park. The option may also allow for the creation of a 'Pocket Park' or similar.
- Option 2 – Provide significantly enhanced active travel infrastructure and environmental/safety/security improvements along the Dock Road corridor.
- Option 3 – Provide an enhanced active travel crossing of the railway line at the northern end of Maude Street and develop an onward active travel route to the Wales Coast Path.
- Option 4 – Re-establish the historic active travel connection under the railway line at Fisherman's Road and develop an onward active travel route to the Wales Coast Path.

An option appraisal framework which considered a wide range of indicators has been developed to assess the four options. All four options scored well and are likely to provide considerable benefits. Option 1 (new bridge on Bridge Street) scores the highest, with the Options 2, 3 and 4 recording slightly lower and broadly similar scores.

Working towards identifying a preferred option – Although Option 1 has scored highest, at this stage due to unknowns (for all options) with regards to the views of Network Rail and potential land purchase requirements it is considered that further work is required to allow a preferred option to be identified.

Flintshire Coast Park (FCP) Management Plan, January 2025

The management plan is a live document designed to provide the strategic and technical information necessary for appropriate management to take place. The five year action plan lists the projects and delivery details needed to commence delivery of the vision, themes and objectives established in the scoping study of 2021. The plan defines target areas for improvement and usage by pedestrians, cyclists and horse riders along the Flintshire coastline, stimulating interest in the coast's natural history and maritime culture, and outlines how to provide residents and visitors with an improved sense of place and arrival. It details a phased approach to raising the profile of the foreshore, enhancing tourism and enabling communities and businesses to work sustainably and innovatively to help deliver environmental, economic and social prosperity, as well as site specific proposals for the hubs.

FCP is a continuous area of publicly accessible space adjacent to the foreshore linking eight hubs on the Wales Coast Path. These start with Saltney at the English/Welsh border followed by the Northern Gateway and Garden City, Connah's Quay and Shotton, Flint Foreshore, Bagillt Foreshore, Greenfield and Llanerch-y-Môr and Mostyn. The final hub is where river meets sea at the wide sandy beach of Talacre and Gronant, whose towering lighthouse is recognised as the symbol of FCP.



The aspiration is to have Flint Foreshore as the central hub of the FCP. This will be the focal point for visitors to explore the FCP and in the future will have a large visitor centre with toilets and a café. Green infrastructure (GI) corridors are integral to FCP and play an important role in bringing it closer to wider communities that have a visual and/or cultural connection with the coast. Wepre Park and Greenfield Valley Heritage Park are important GI assets in close proximity to FCP.

Vision for FCP

By 2034 through working with our partners and communities, the Flintshire Coast Park will present a high quality and accessible environment with thriving tourism and recreation opportunities where flourishing wildlife is enjoyed and our heritage is celebrated by locals and visitors alike

Strategic Themes

The following themes tie together the environmental, social and economic ambitions of FCP. Particular priority has been placed on enhancing tourist, recreational and cultural activity and improving the gateways to the coast.

1. A Regional Asset – A landscape for life and livelihoods. FCP will provide opportunities for creating jobs and enhancing skills.
2. Landscapes for Everyone – Wellbeing, enjoyment and discovery. FCP will provide opportunities to attract and retain more visitors and for community facilities and events.
3. A Resilient Park – Protecting and restoring biodiversity. FCP will provide opportunities to enhance biodiversity.
4. A Place of Culture – Celebrating heritage. FCP will provide opportunities to enhance and interpret the area's outstanding natural and heritage value.
5. Global Responsibility – Managing natural resources sustainably and contributing towards managing the effects of climate change.

Hub Action Plans – Connah's Quay

Connah's Quay is a working dock with cyclists, cocklers, rod fishing, fishing boats, a water ski club and Royal National Lifeboat Institute (RNLI) using the riverside for organised recreational activities, and is highly valued by local people. It is also the site of the 'Kathleen & May' shipyard. The ancient schooner's story is told in the community based Heritage Centre. In 2022, an extended Phase 1 habitat survey was undertaken of Connah's Quay Docks area, which is close to several important wildlife sites, including saltmarsh and mudflats which are particularly for waterfowl. Shotton Railway Station provides access for a wide variety of users. More planting and simpler, neater design of the public realm would make the most of the dramatic river views and attractive listed buildings, to encourage visitors and benefit local users. An analysis of local crime hotspots has highlighted Dock Road as a key area for security improvements.

Wepre Park is an important GI corridor approximately one mile from the foreshore and opportunities should be explored to improve connections with the Connah's Quay and Shotton hub. The park comprises 160 acres of public green space in the heart of Connah's Quay with features including Old Hall Gardens, Wepre Brook and Waterfall, woodland walks and Ewloe Castle. It includes a Visitor Centre, café, toilets, car park, children's playground, skatepark, football pitches and a fishing pool, providing a valuable resource for FCP and the wider community.

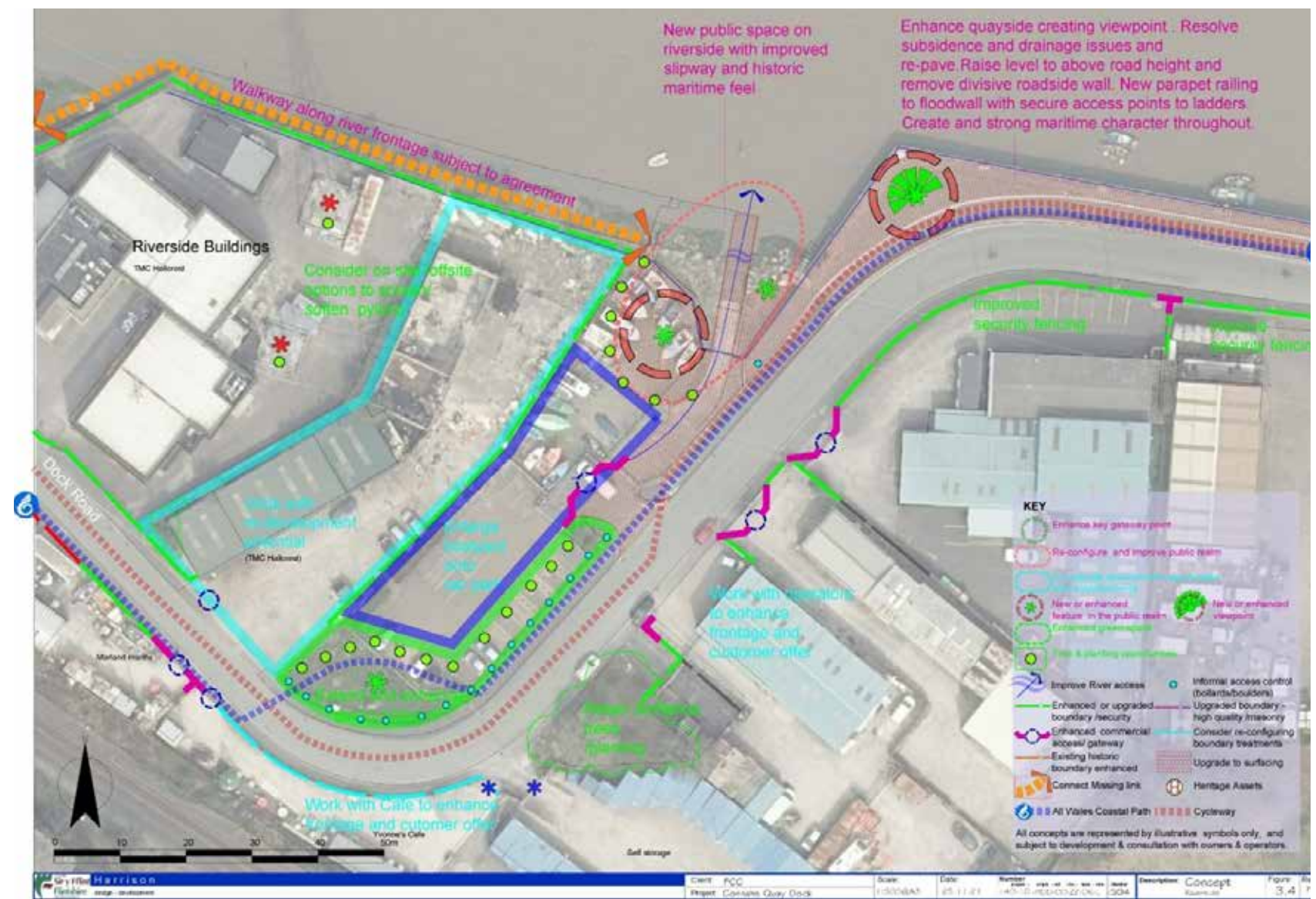


Connah's Quay Dock, Masterplan, Flintshire County Council

Connah's Quay was once a boatyard building ships and a busy port, with its own railway line linking to Buckley from which goods were transported across the region and then put to sea and exported around the world. The Dee in this location is an important wildlife site and designated as a Ramsar. Parts of the dock are listed and there are several listed buildings surrounding the quay, including the old Custom House pub. The decline of the port in the 1960s led to the modern poorly detailed interventions which have had a negative impact on the quality of the public realm and the heritage assets.

Flintshire County Council with public consultation worked alongside maritime engineers to develop a masterplan for the site along with costings and an outline delivery plan for the site. Proposals include:

- looking at options for new access slipways and extended flood defences;
- investment in riverside businesses;
- enhancements to the historic dock and dockside buildings;
- public realm improvements;
- riverside walks and cycle paths;
- signage gateway works;
- green infrastructure;
- safety improvements to dock wall;
- security improvements.



COMMUNITY AND ECONOMIC PROFILE



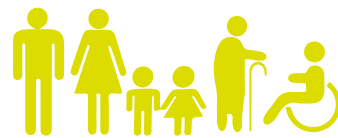
Population

16,800 live in Connah's Quay Community
(Census 2021)



Crime

Connah's Quay central has the highest level of crime within the community with a significant proportion being violent and sexual offences (n=18), which is 51% of total crimes recorded. This is followed by anti-social behaviour at 25% (n=8). The town centre is centred on Connah's Quay Wepre area which tends to have more anti-social behaviour than other parts of the community with 11 incidents reported in 2024. This is followed closely by violent and sexual offences at 35% (n=8). Connah's Quay South has less crimes reported but those are predominantly violent and sexual offences with 6 reported in 2024 (50% of the total crimes reported). Looking at peak periods across the year, the summer holiday and December periods have increased levels of criminal activity.



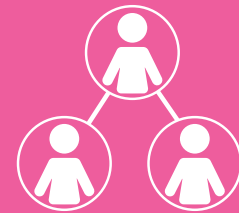
Age Distribution

Connah's Quay shows a distinctive age profile compared to the Welsh average. The proportion of primary school-aged children is around 0.5 percentage points higher, while the number of residents aged 14 to 20 is lower. Among working-age adults (20 to 50), the town is 0.7 percentage points above the Welsh average, reflecting the availability of local employment. However, from age 55 onward, the population drops below the national average by 0.8 percentage points, which may be due to early retirement, out-migration, ill health, and earlier deaths linked to the area's industrial past.



Language

Connah's Quay residents are significantly less fluent in reading, speaking and writing Welsh (10%) than the general Welsh population of those who can (20%), with 86.3% having no skills in Welsh at all, compared to the Welsh average of 74.8%.



Occupations

The occupational profile for Connah's Quay is weighted towards process/plant and machinery (14.4%) and elementary occupations (13.4%), followed by sales and customer services occupations at 9.2%. There is less representation in managerial and director roles (8.2%) and professional occupations at 12.8% compared to the all Wales averages at 10.5% and 18.2% respectively.



Housing

The proportion of household homeownership in Connah's Quay is lower than the Welsh average at 34.1% (Welsh average 38%), with local residents tending to have a mortgage, loan or shared ownership of a home at 37.3%, compared to the all Wales average of 28.4%.

The rented market (social and private) is slightly less than the Welsh average at 14.4% and 14.2% respectively.

COMMUNITY AND ECONOMIC PROFILE



Economic Activity

The proportion of the economically active (excl students) in Connah's Quay is 62.1% compared to the all Wales figure of 53.5%, with lower levels of economic inactivity at 35% (43.5% all Wales figure). There is however a section of the community that have not been in employment for the last 12 months due to long-term sickness or disability, and 23.5% have never worked at all.



Qualifications

Connah's Quay is generally meeting the Welsh average of 19.9% for residents with no qualifications. The community is some 6.1 percentage points above the Welsh average for Level 1, 2 and 3 qualifications (GCSE, A Levels). There is a higher proportion of the workforce gaining apprenticeships at 6.2% which has a strong association to its manufacturing employment base on Deeside. Level 4 qualifications (HND, Diploma, Degree) are some 8.2 percentage points below the Welsh average at 23.7%.



Travel

47.4% of the Connah's Quay workforce travel less than 10km to work which is 11.1% above the Welsh average illustrating the close proximity of major employers on Deeside, all within a 15 minute drive time. Residents are also likely to drive between 10km and 30km to work (20.3%) which likely includes those places of employment along the A55, on the Wirral and in Chester.

Residents are less likely to work from home at 17.2% (all Wales figure of 25.6%) which is associated with the occupation profile within the community, with less representation in managerial and director roles and professional occupations. This shows the dominance of manufacturing, distribution and larger service sector employers within the vicinity of the community, and occupations showing a greater level of process, plant and machinery operatives.



Vehicle

The proportion of households without a car in Connah's Quay is 41.7%, some 15.5 percentage points lower than the Welsh average. The community has more households with more than 2 or 3 cars than the Welsh average at 32.6% to 12% respectively. This shows the propensity for extended family households and travel to work patterns.



Health

When asked about how residents rate their health in Connah's Quay, some 48.1% of residents rate their health as very good (compared to Welsh average of 46.2%) with people tending to not rate their health as bad or very bad health compared to all Wales figures.

Mix of Uses and Activities

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

Within Flintshire County Council's District Centre definition there are 103 properties of which 47 are residential and 56 commercial units. These are mostly located along the B5129 – the High Street, with a couple of premises and facilities off Wepre Drive and Fron Road. The B5129 connects the Deeside communities of Queensferry, Shotton, Connah's Quay, Oakenholt and Flint town beyond.

The main road is long with traffic flowing through at a constant volume, with the only sense of a town centre at the Precinct of shops/services that includes the Tesco Express. A number of public car parks are found on the High Street, off Maude Street, Dee Road, Fron Road and including the High Street.

The town centre has a strong service sector representation with hair and beauty and takeaways, in addition to a number of convenience and small food stores. Its comparison (non-food) offer is very limited with nearby Shotton slightly stronger in terms of variety and number of businesses.

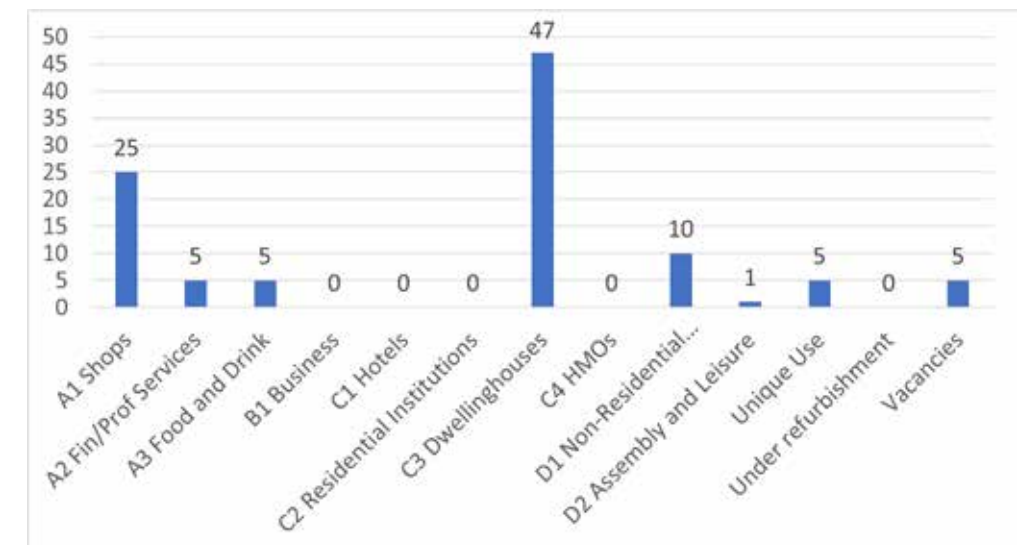
As you enter from the east, at the Wepre Brook, you are met by an open campus area of buildings that includes a newly built Aldi food store with associated parking. Nearby are some amenities that support community life, such as a library, swimming pool, hall and the local police station.

From here on the road narrows down to the main High Street with buildings fronting onto the main carriageway throughout. There are a number of Chapels/Halls along High Street, such as St Andrew's Methodist Church and Quaystone Chapel that interrupt the commercial offer. The community medical centre is set behind the precinct of shops with vehicle access off Fron Road. The prominence of residential properties (n=47) also breaks up the cohesiveness of the town centre offer, but adds to its character with its Victorian terracing.

Figure 1 shows the breakdown of town centre uses by use class, which shows the dominance of residential dwellings and also A1 (retail) shops with the latter tending to be more service dominated. A small number of financial and professional skills are found, with no banks present. A3 (food and drink) is solely represented by takeaways and one coffee shop. Non residential uses are generous which include halls, community advice services, a library and more.

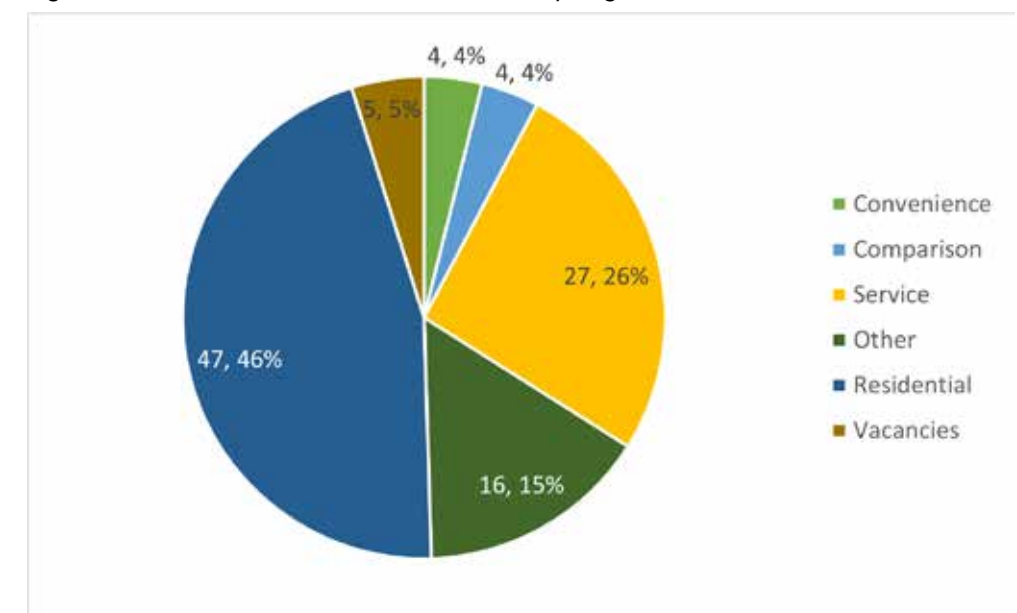
Figure 2 shows the breakdown of town centre use by segment or sector emphasising the strong service sector nature of the town at 26%. Its convenience offer mainly comprises some national brand names (Tesco and Aldi) and some Eastern European food stores. At 4%, the non-food offer (comparison) is poor and reflects the non-dwell environment of the town centre and opportunities for linked activities.

Figure 1 – Breakdown of Town Centre Uses by Use Class



Source: Chris Jones Regeneration

Figure 2 – Breakdown of Town Centre Uses by Segment



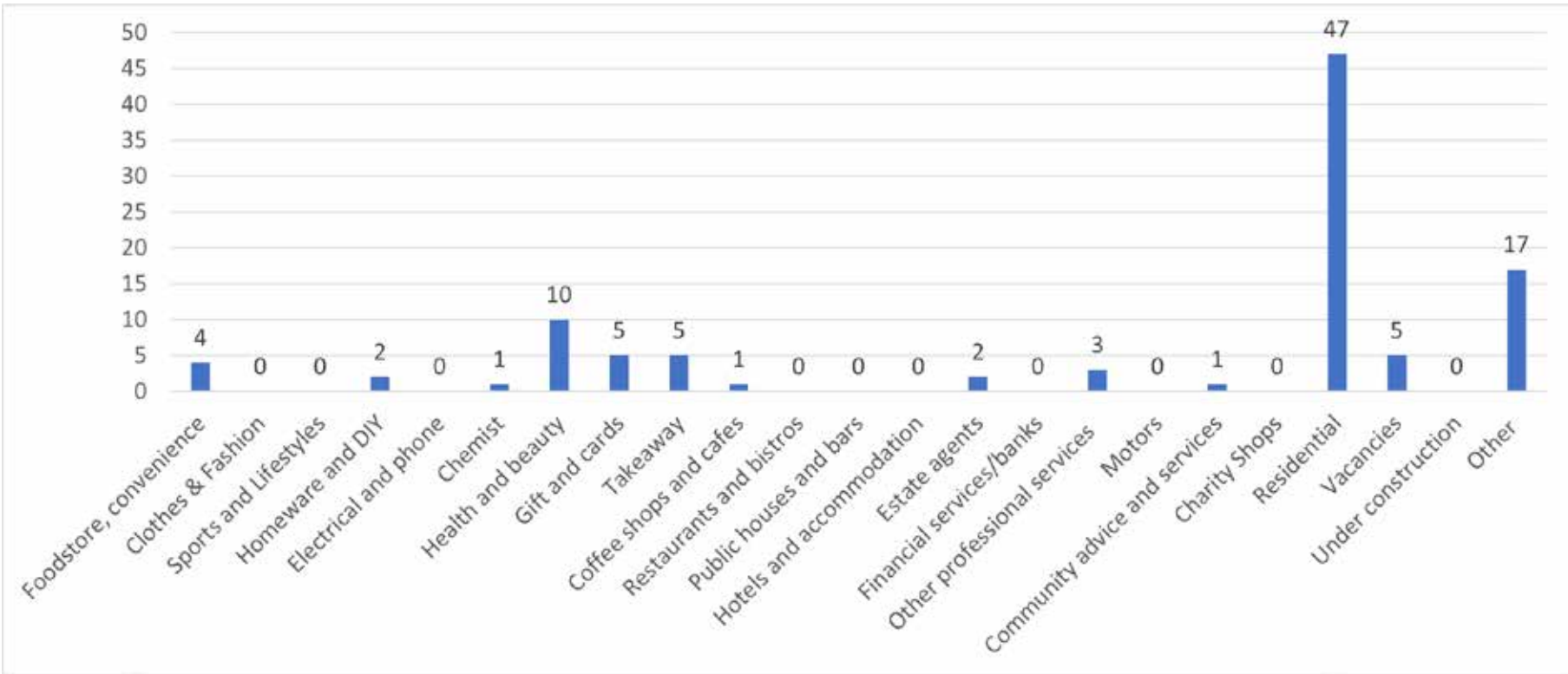
Source: Chris Jones Regeneration

When looking at the range of activities, goods and services in the town centre, Figure 3, shows the dominance of residential dwellings within the town centre but in terms of commercial uses, hair and beauty is strong including hairdressers, barbers, nails and tanning within this cluster of services. A couple of stores that sell second-hand furniture and bathroom/plumbing services are also significant in terms of the size of their frontages within the High Street. There is an element of gifts and cards shops. Food and drink is mainly takeaway (Chinese, Pizza, Kebab and Fish & Chip) with no dining offer in the town. Two estate agents, a solicitor and a community service office (Beyond the Boundaries CIC) are also represented along the High Street.

The vacancy rate as a percentage of the commercial units (n=56) is 9%. Whilst this is below the UK average of 14.5%, there are a number of prominent vacant properties e.g. Motor World and Custom House public house that have a detrimental environmental impact on the town centre, in addition to the overall poor environmental quality.

There are a number of vacant properties with permanently closed solid roller shutters which contribute to poor first impressions with a sense of lack of care for the place that is compounded by the passing traffic. The environmental quality for existing businesses, but also attracting new ventures into the High Street, is a critical constraint for Connah's Quay today. It is also not conducive for local residents to dwell within the town centre due to traffic volume and the resultant noise and pollution.

Figure 3 - Breakdown of Town Centre Uses by Activity



Source: Chris Jones Regeneration

It should be noted that Quay Shopping Centre off Maengwyn Ave is about a mile from the town centre with ease of access off Mold Road and Golftyn Lane. The main representation is Morrisons Food store with a number of retail units including Home Bargains, a local Travel Agent, a number of hair and beauty businesses, a fish and chip shop (with sit down area) and a public house. The food store and Home Bargains sell non-food items which plugs a significant gap in the town centre.

Connah's Quay Town Centre Streetscene



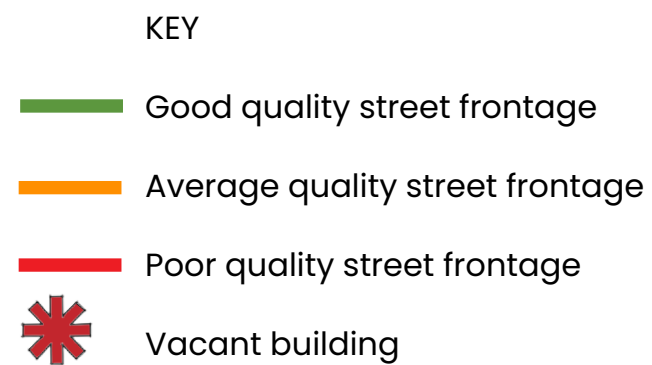
Source: Chris Jones Regeneration

STREET FRONTAGE ANALYSIS

The quality of the street frontage is predominately of good consistency across the length of the street.

The quality of the street frontage is higher on the right hand side of the street, with more historic buildings.

The quality of the frontages drops off on the left hand side of the street consisting of run down shop facades and a vacant building. This area of the street is the main retail core of local service and uses.



The top improvements to make in Connah's Quay are:

- Cleanliness – 58%
- Vacant premises – 52%
- Services – 36%
- Other – 14%
- More greenery – 12%
- Community activity – 9%
- Parking – 9%
- Accessibility – 3%

Top 3 reasons for visiting Connah's Quay town centre are:

- Shopping – 26%
- Socialising – 15%
- Services – 13%
- Exercise – 11%
- Leisure – 11%
- Education – 9%
- Other – 9%
- Work – 7%

What are the top 5 things for future investment?

- Safety and crime prevention – 61%
- Retail opportunities – 53%
- Health and well-being – 38%
- Building improvements – 33%
- Leisure facilities/green space – 33%
- Access and transport – 25%
- Link to coastal path – 18%
- Housing – 14%

How do people get to Connah's Quay town centre?

- Car – 83%
- Walk – 39%
- Bus – 7%
- Cycle – 5%
- Community transport – 2%
- Other motorised vehicle – 2%

What time of day do people visit?

- Afternoon – 40%
- Morning – 34%
- Evenings – 28%
- I do not visit here – 20%
- Lunch – 13%
- At night – 9%

Due to the multi response nature of these questions, percentages will not total 100%.

PLACE- LOCATION AND SETTING

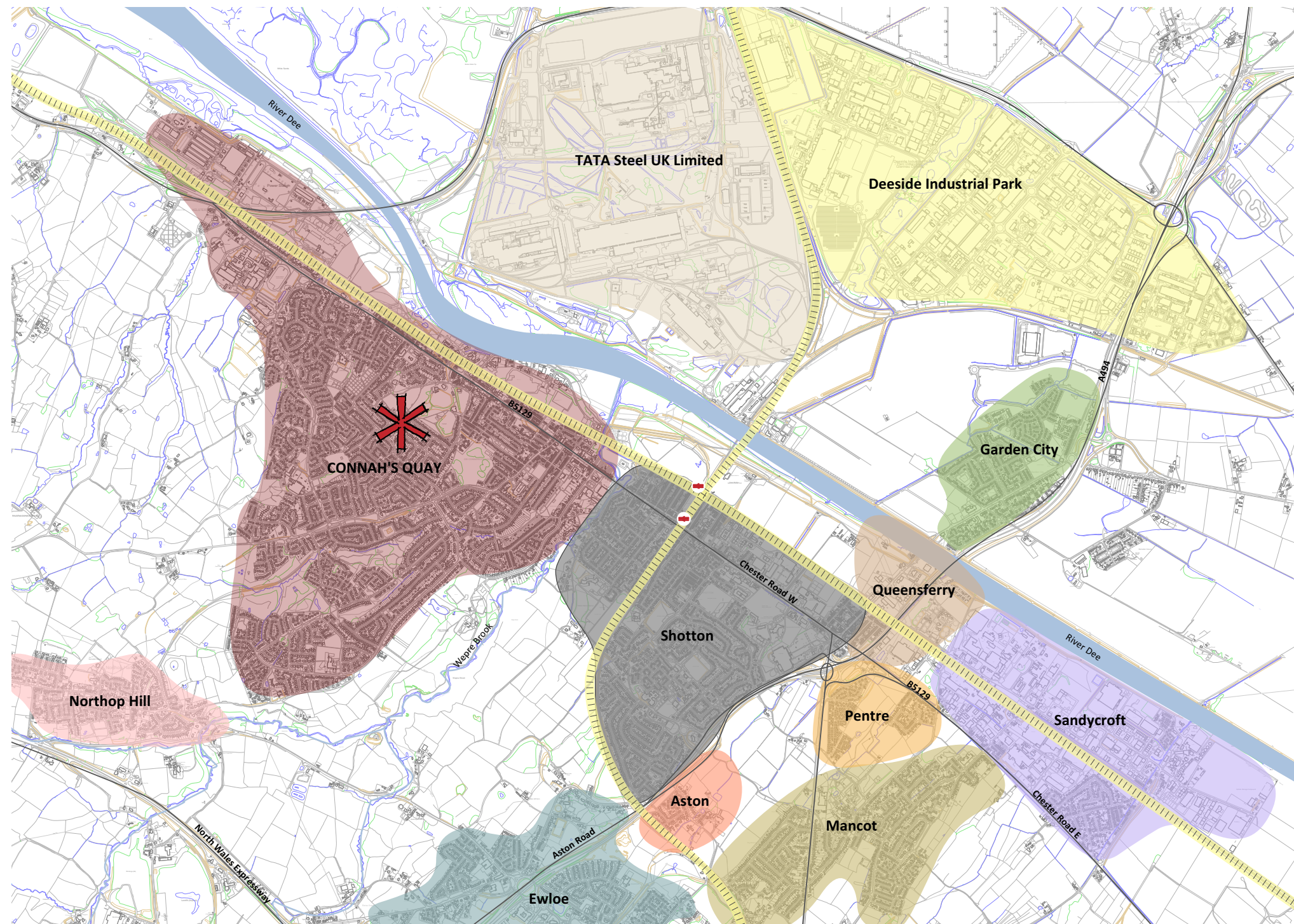
Connah's Quay, known locally as "The Quay" and formerly known as Wepre, is a town on the eastern edge of Flintshire, on the River Dee and next to the border with England. With a population of 16,771, it is the largest town in Flintshire.

Connah's Quay is connected to adjacent towns including Shotton, Queensferry, Pentre and Aston, forming a continuous urban area known as Deeside.

The town is also part of the wider Deeside conurbation and is contiguous with Flint and Buckley. It sits along the south bank of the River Dee, making it one of the key towns in the Deeside area.

It is located 6 miles (9.7 km) west of Chester and 19 miles (31 km) south of Liverpool also close to the Wirral. Just south of the River Dee and town is the Deeside Industrial Park. Additionally, Tata has a steelworks on the town's border on the north bank of the River Dee. Wepre Woods, an ancient woodland in the town, is managed by Flintshire County Council's Ranger Service which includes Ewloe Castle that dates from the 13th century.

The town is well connected via the A494, linking to the A55 Expressway and the national motorway network.



MOVEMENT

Connah's Quay is a town in Flintshire, North Wales, and it is well connected to surrounding areas by various modes of transport.

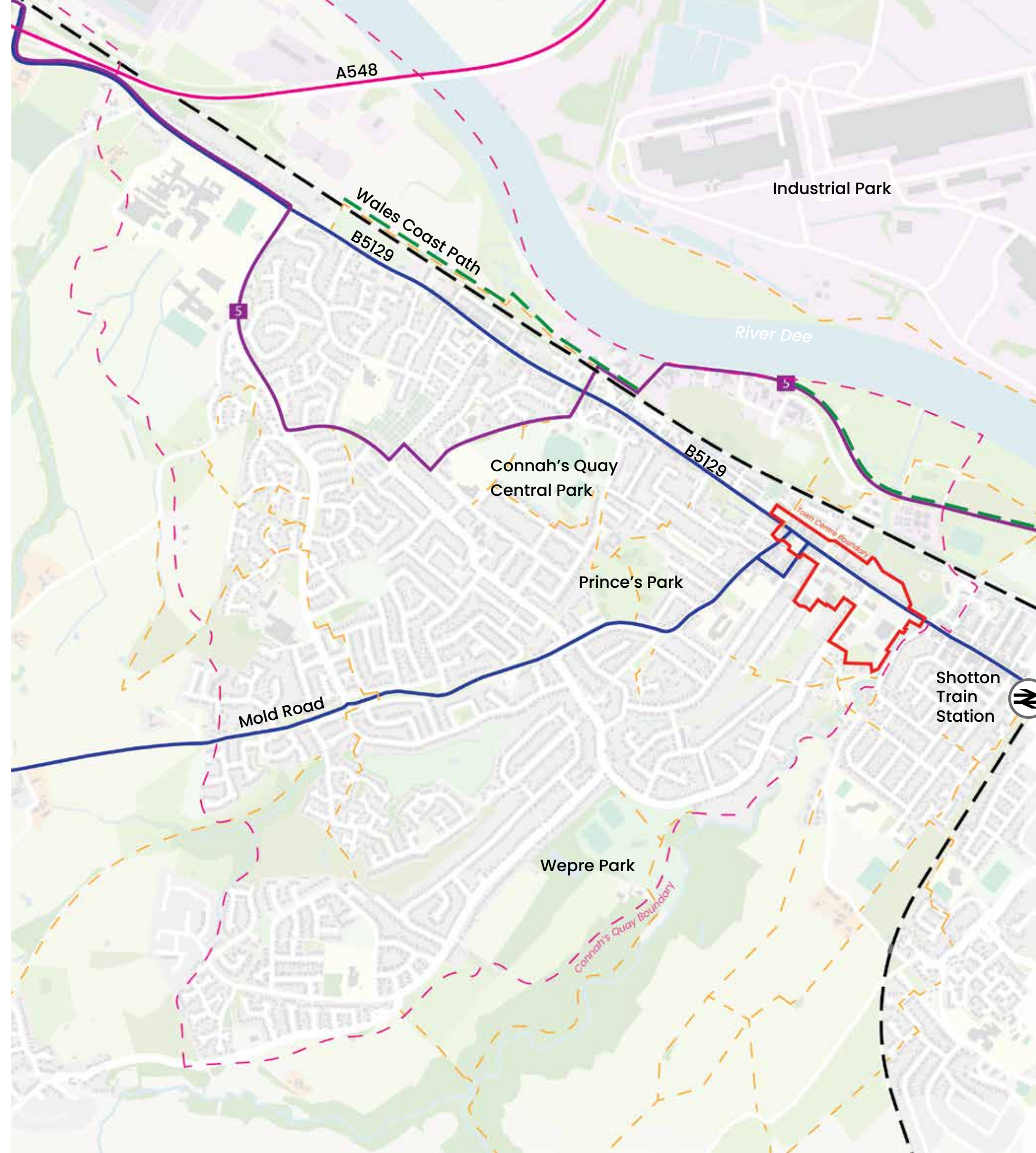
The town is served by Shotton's railway station, which provides connections to the Welsh national rail network.

Nearby stations such as Flint Railway Station are used for train services. These stations offer links to Chester, Wrexham, and further into the UK.

Connah's Quay is easily accessible by road. It's situated close to the A548, which connects it to other key areas such as Flint and Chester.

The town itself and the surrounding areas are reasonably pedestrian/cycle friendly, with local routes for cyclists. There are also some walking paths and green spaces for locals and visitors.

-  Connah's Quay Boundary
-  A road
-  B road
-  Railway
-  PROW
-  National Cycle Route 5
-  Wales Coast Path



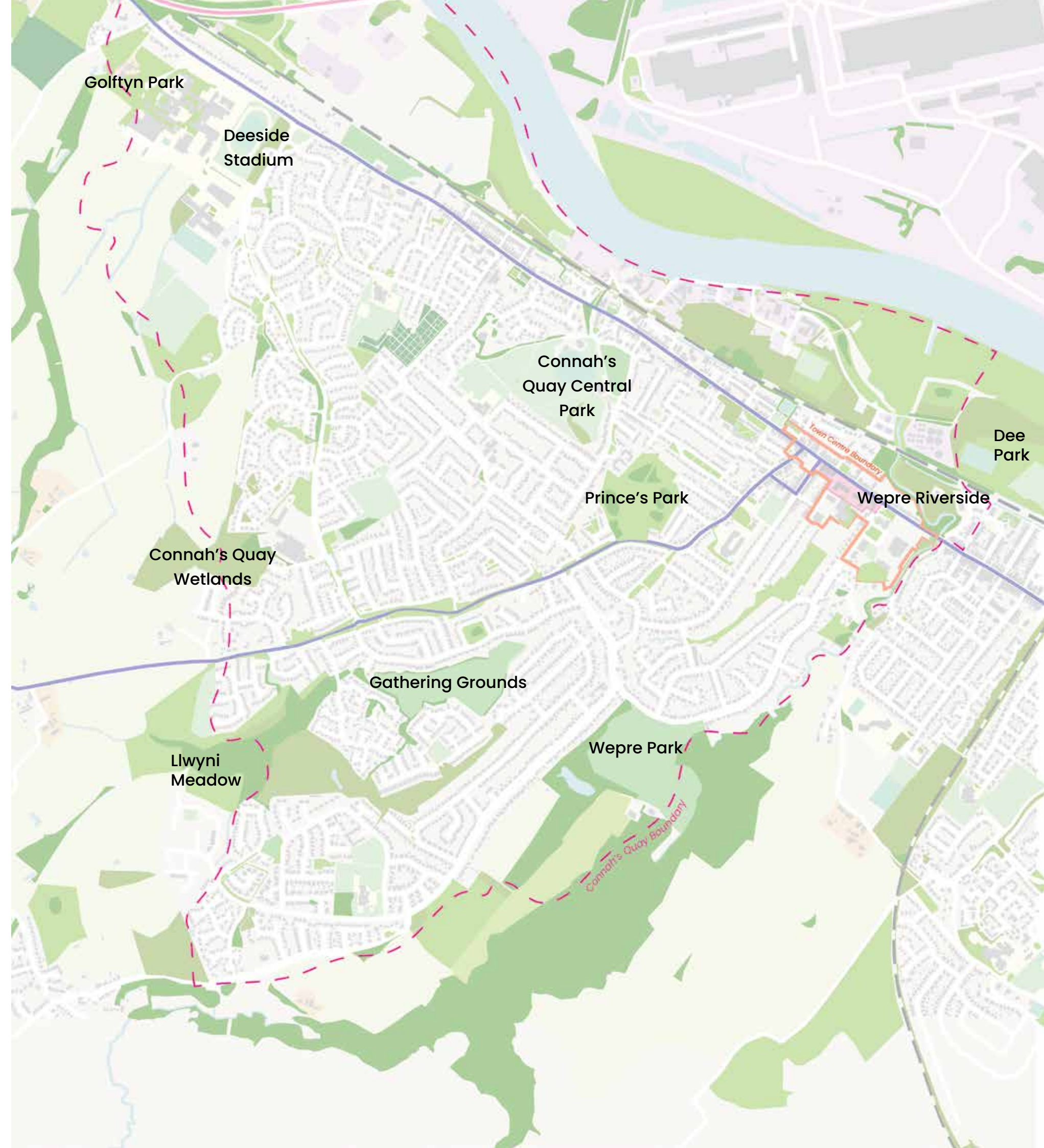
GREEN INFRASTRUCTURE

Connah's Quay has a network of green spaces throughout the town including a number of sports pitches and playing fields, allotments and natural green spaces.

Wepre Park forms a linear green corridor from the River Dee to the wider countryside which creates a green boundary between Connah's Quay and Shotton.

Dee Park and the nature reserve are popular green spaces that are well used by the community with regular different volunteering activities.

- Grassland
- Farmland
- Parks
- Golf Course
- Woodland
- Cemetery
- Sports Pitches

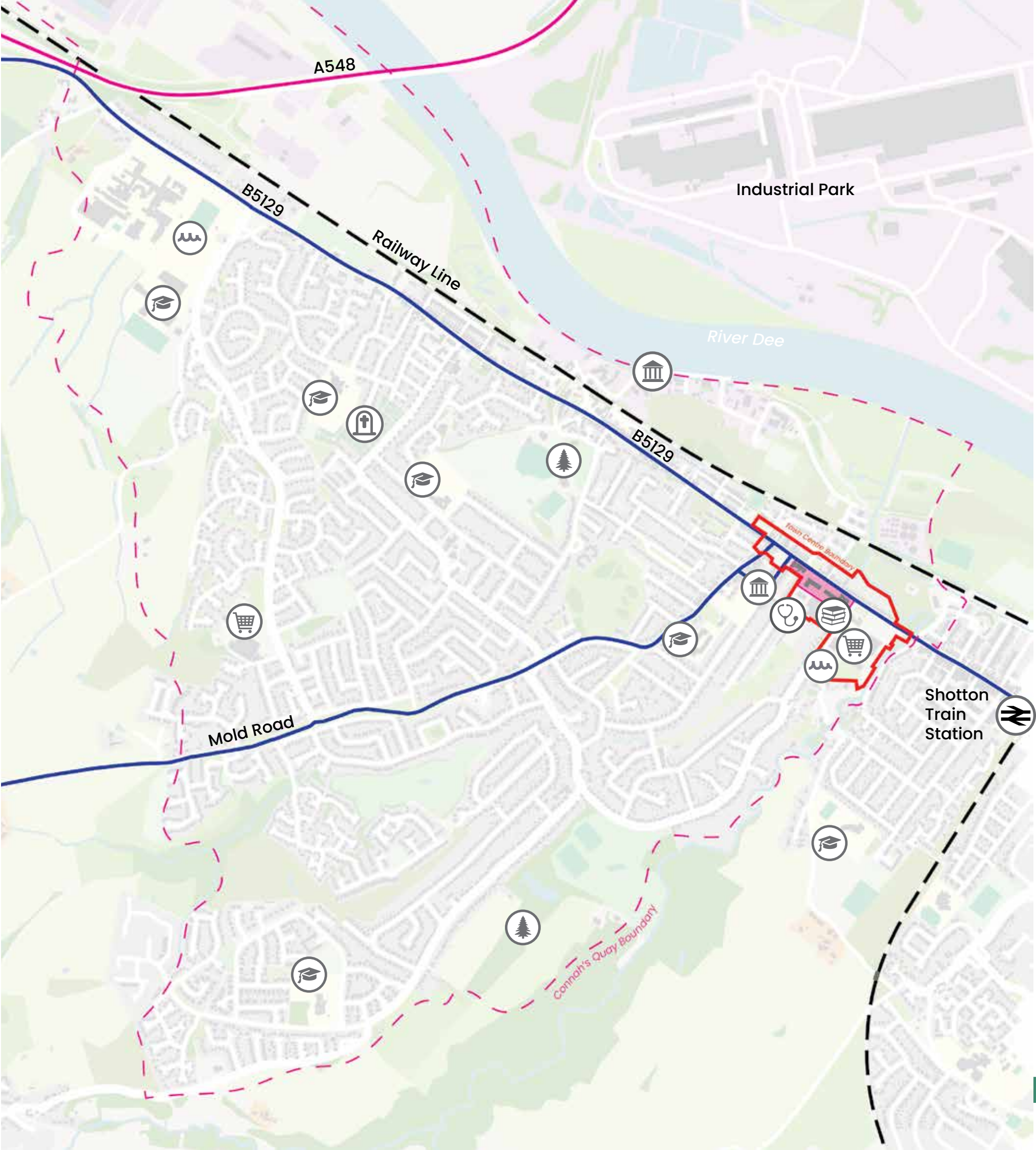


LOCAL FACILITIES

Connah's Quay benefits from an range of services and facilities. The variety of facilities cater to leisure, community, and retail interests.

Connah's Quay has small clusters of commercial facilities which provide local facilities and services as well as providing local employment opportunities.

-  Train Station
-  Health Centre
-  Park
-  Cemetery
-  Supermarket
-  Library
-  Civic Hall/Museum
-  School
-  Leisure Centre/Pool



TOWN CENTRE ANALYSIS

The town centre has a very urban appearance with a range of different uses. It has a neighbourhood feel but with a poor diversity of shops and services. These consist of shopping, takeaways, and heritage attractions catered to residents and visitors.



CONNAH'S QUAY DOCK ANALYSIS

- Dock Road is well connected along the Wales Coast Path and National Cycle Route 5.
- It's a historically significant area with an active travel route along the River Dee for walking and cycling.
- Low level of green infrastructure.
- Inconsistent and poor quality buildings and pavements/public realm.
- Poor active travel connectivity to town centre.
- Unattractive building frontage of industrial units.
- Key gateway is uninviting and lacks a clear sense of arrival and direction.

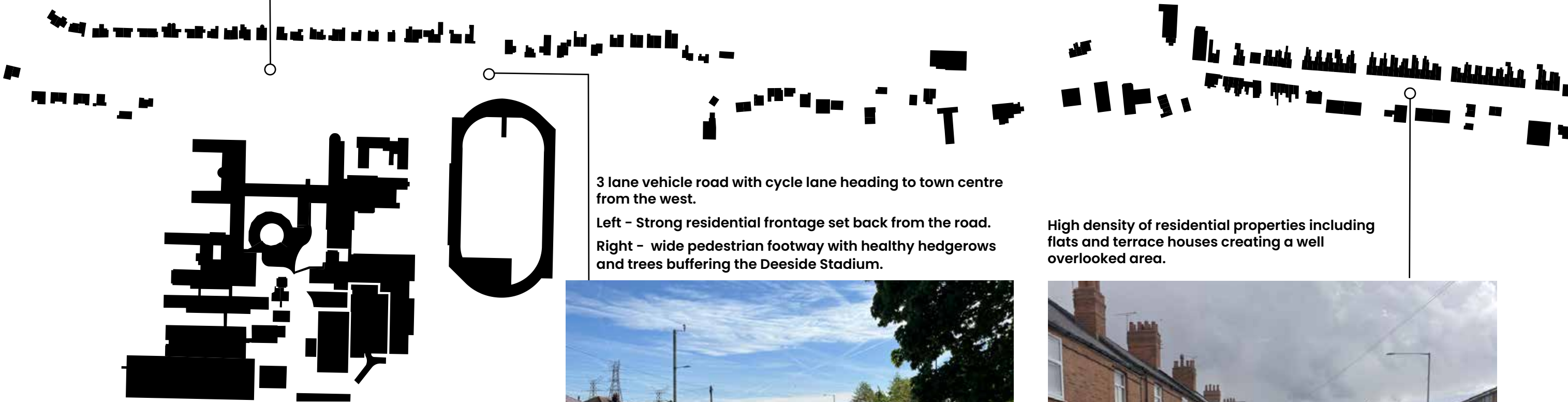
- Listed Buildings
- ✱ Heritage Centre/Cafe
- National Cycle Route 5
- Wales Coast Path
- ~ Unattractive building frontage along River Dee
- - Gateway to docks
- Improve connectivity of routes



B5129 ROAD/GATEWAY ANALYSIS



Western gateway into Connah's Quay.
Right - Coleg Cambria - Deeside.
Left - set back housing plots creating a strong building line.
Vehicle dominated environment with lack of pedestrian crossings to the college.



3 lane vehicle road with cycle lane heading to town centre from the west.
Left - Strong residential frontage set back from the road.
Right - wide pedestrian footway with healthy hedgerows and trees buffering the Deeside Stadium.



High density of residential properties including flats and terrace houses creating a well overlooked area.



GOOGLE STREET VIEW IMAGES TO BE REPLACED WITH PHOTOS

Gateways both leading to The Docks

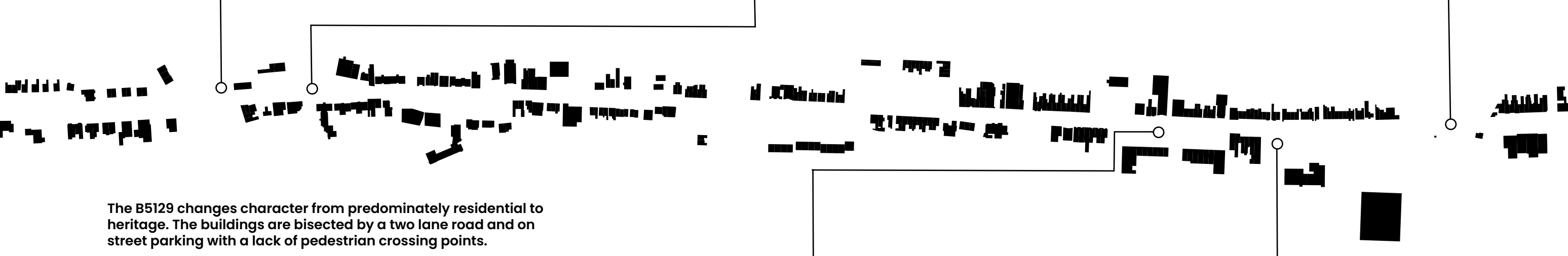
Gateway leads to underpass towards docks. It does not provide ease of movement for pedestrians or a clear sense of direction.



Vacant/derelict building creating an unattractive gateway.



Arrival space into Connah's Quay town centre to the east.



The B5129 changes character from predominately residential to heritage. The buildings are bisected by a two lane road and on street parking with a lack of pedestrian crossing points.

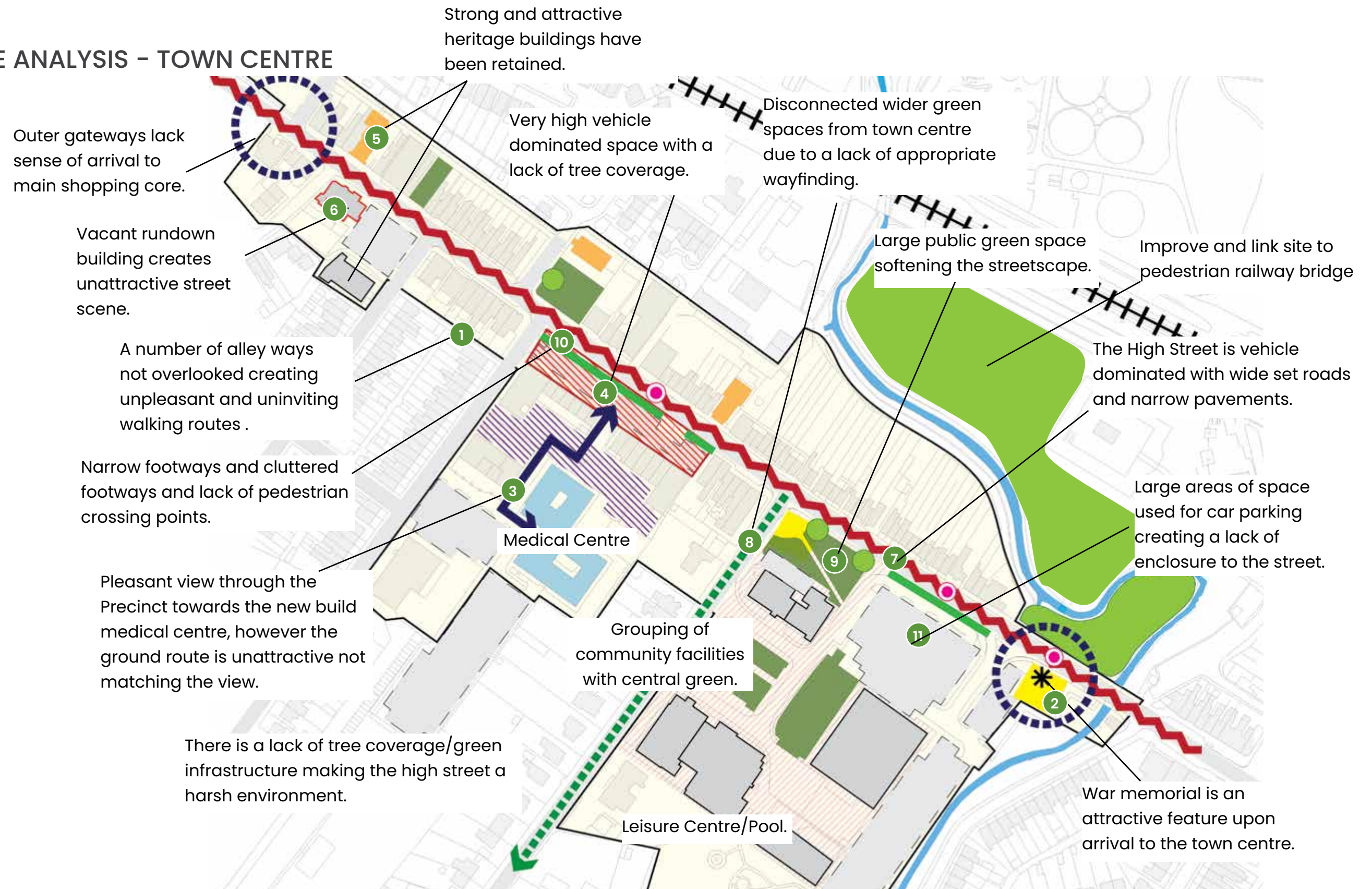


The Precinct consists of a large amount of space used for car parking creating a vehicle dominated environment in a prominent central location.



Attractive public green along High Street with properties overlooking the space.

PLACE ANALYSIS – TOWN CENTRE



PLACE ANALYSIS – TOWN CENTRE



SWOT ANALYSIS **PLACE**

- Strong industrial heritage.
- Proximity to River Dee, the Wales Coast Path and the National Cycle Network Route 5.
- A network of green spaces close to the town centre that includes Wepre Country Park and Dee Park Community Woodland.
- Town centre located on B5129 that brings passing trade.
- Some new investment such as Aldi foodstore.
- Community facilities – medical centre, halls, library, Town Council offices and swimming pool.

STRENGTHS

WEAKNESSES

- No sense of arrival.
- Vehicle dominance in the High Street.
- A cluttered and incoherent public realm.
- Poor connections into green space.
- Poor streetscene and lack of cohesion.
- Cleansing and civic pride is poor.
- Dock Road and Quay feels divorced from the town centre.
- Little tree cover alongside the High Street.
- Tidal flooding risk.

- Association with Wepre Country Park and Dee Park Community Woodland.
- Better connections with the River Dee, its trails route and heritage.
- Opportunity to promote shopfront and building enhancement – maybe through grants.
- Create a unified ‘place’ at the central Precinct.
- Lessen impact of traffic, particularly at the Precinct.
- Better utilise green infrastructure.
- Creation of street-based opportunities for dwell, maybe linked with existing or new green infrastructure.
- Target key vacant building e.g. former Custom House pub.
- Creation of gateways at key arrival points.

OPPORTUNITIES

THREATS

- Climate change and proximity to River Dee.
- Growing traffic volumes.
- Current economic shocks.
- Other neighbouring centres have a better physical environment.

SWOT ANALYSIS **PEOPLE**

- Existing community initiatives and groups.
- Residents close to Deeside employment and well-paid jobs.
- Economic activity is fairly high with a strong working age population.
- Higher than average multiple car/van ownership.
- Residents linked into good manufacturing employment.
- Local travel to work patterns.
- Residents rate their health as very good to good.

STRENGTHS

WEAKNESSES

- Pockets of deprivation.
- Lack of rented housing (private and social).
- Common crime categories are violence and sexual offences.
- Low levels of home-working and therefore limited linked activity to High Street.
- Some people in long term economic inactivity.

- Apprenticeship opportunities on Deeside.
- Community and people-based enterprises.

OPPORTUNITIES

THREATS

- Cost of living crisis.
- Public sector budgetary pressures on services.
- Some people feel left behind.

OPPORTUNITIES FRAMEWORK – WIDER TOWN CENTRE

- 1 The town centre is poorly connected to the surrounding green spaces via walking/cycling. Links need to be clearly identified while highlighting key destinations such as Wepre Park.
- 2 Enhance gateway spaces to Town Centre and The Docks to improve their sense of arrival.
- 3 Improve connections to Town Centre and Dee Park.
- 4 Harsh vehicle dominated High Street- introduce more pedestrian crossings and green infrastructure to improve the look of the street which better connects to key facilities.
- 5 Opportunity to create a campus of community facilities.



OPPORTUNITIES FRAMEWORK – TOWN CENTRE

- 1 Create a more unified space on the Precinct to create a less car-dominated environment.
- 2 The High Street gateways to better announce arrival and welcome to Connah's Quay.
- 3 Vacant key corner building to be reused as a dental surgery.
- 4 Tree coverage is limited within the centre - the introduction of green infrastructure would help soften the high street and improve the air quality and pollution.
- 5 Improve quality of street scene and linkage. The High Street has relatively narrow footways which are cluttered with street furniture, pedestrian barriers and bollards which obstruct existing pedestrian movement.
- 6 Safer and attractive back alleys.
- 7 There are a number of large hard surface areas, such as car parks. Introduce more green infrastructure into the town centre.
- 8 Enhance junctions as wayfinding points to help better direct pedestrians to key assets and destinations.
- 9 Poor link between Service Yard and The Precinct.



An abstract graphic design featuring a central teal circle with diagonal hatching. Overlapping this are a light blue circle at the top left, a yellow circle at the top, a green circle with diagonal hatching at the bottom left, an orange circle at the bottom center, and a purple circle at the bottom right. A dark green bridge structure with a central pylon and multiple stay cables spans the width of the image. The text "05: BUILDING ON ITS FOUNDATIONS" is centered in white, bold, sans-serif font within the central teal circle.

05: BUILDING ON ITS FOUNDATIONS

EMERGING FOCUS/THEMES

NEED/EVIDENCE

The town centre is close to a number of green assets as well as being alongside the River Dee, nevertheless it feels separated with no clear linkages to these parks, amenity spaces and to the docks area. It therefore feels urban in character yet has green spaces and the riverside to explore nearby.

EMERGING FOCUS/THEME

Connecting into Green Spaces and The Docks

There is a need to create a clear network of trails from the town centre that link in neighbourhoods and also direct visitors off the Wales Coast Path and National Cycle Route into Connah's Quay. There is an opportunity to create a circular route that links local amenities, facilities, local heritage and more. This also needs to link into connection-type projects in Shotton with a consistent approach to signage, interpretation and how public transport (train and bus) integrates.

Investment and activities alongside The Docks need to think about the town centre and how physical linkages, cross-marketing and activities such as heritage walking tours and quayside events can benefit the wider town. Physical enhancements at Dock Road and Quay Lane in terms of boundary treatment, signage and ways to extend visits further need to be considered.



NEED/EVIDENCE

A vehicle-dominated experience along the B5129 that has an impact on public realm, opportunities to dwell, uses and activities and quality of life. Physical experience is poor with constant vehicle volume, limited pavement areas, no sense of public space or places to meet and lack of maintenance/management.

EMERGING FOCUS/THEME

Creating a More People Friendly Space

The long drawn-out nature of the B5129 through Connah's Quay needs better announcement through more defined gateways, with the need to improve pavement widths, declutter the streetscene and find ways of softening a harsh environment with trees and planting. Side junctions need to support wayfinding or use of community artwork to direct people off the main road.



NEED/EVIDENCE

The Precinct and High Street are in the centre of the town but fall short as a public space that is surrounded by uses and activities. Floorspace is poor, the space lacks structure in addition to The Precinct not being visually attractive. The Medical Centre is set behind The Precinct and feels isolated due to poor linkage through the service yard.

EMERGING FOCUS/THEME

The Precinct as a Place

To create a more unified space at this point on the B5129 that creates a more defined public realm, frames buildings better and also links into other community facilities that are set behind The Precinct. Introduction of more greenery, activity space and street furniture. Opportunities to provide building improvement support should be made available, applying a coordinated design code. Nearby alleyways need to be made safer and more attractive.



NEED/EVIDENCE

On arrival there are a couple of strategic buildings and sites that bring down the quality of the town centre environment with redundant buildings, land and dominance of security shutters, boarded up windows and gradual decline in physical condition. These include the former Motorworld and the Custom House Public House*.

EMERGING FOCUS/THEME

Tackling Redundant Buildings

In the interim, to work with respective landlords to enhance the unoccupied buildings in terms of the current physical appearance e.g. community artwork on shutters, landscape/boundary treatments. To work on ways to secure new tenants and uses that add to the Connah's Quay experience specifically around food and drink and meeting local shopping needs.

** Since the drafting of this document, the Custom House Public House is subject to a planning application for change of use to a dentist's practice.*



NEED/EVIDENCE

The town is holding on to its industrial past and needs to move forward so that it presents itself as a community that still has pride but is known for its location within a dynamic Deeside.

EMERGING FOCUS/THEME

An Identity for Connah's Quay

As in nearby Shotton, there is a cross-cutting theme to build on Connah's Quay identity through its physical place and its people, so residents feel a sense of belonging and turn to it for their daily lives. This is part physical investment and part marketing / promotional campaign. Materials and concepts used in future physical projects could reflect the town's steel and river-based heritage.



STRATEGIC VISION, AIMS & OBJECTIVES





Objectives

Develop the B5129 into a place rather than a through road, applying street-based design principles that treat the main carriageway, landscaping, small pockets of space, key junctions and pedestrian crossing points.

Tell the story of Connah's Quay with a wider storyboard, messaging and marketing that links the High Street across to the docks and riverside area, Wepre brook and the town's parks and notable heritage buildings.

Unify The Precinct, re-structuring the space, so that people feel part of a larger civic realm that is connected to the Medical Centre and community facilities off Fron Road.

Target and enhance under-used buildings and sites, so they can positively contribute to the street scene, range of uses and activities.



Green the High Street area through community-led action that complements social spaces and links into parks and amenity spaces.

Develop a place management approach between the public and private sector that addresses the street-scene, cleansing and maintenance and opens up opportunities for street activity.

PLACE & PEOPLE OPPORTUNITIES

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

Place Opportunities



Improving the Main Road (B5129) through Connah's Quay



Improving the High Street Precinct Area



Uniting the Areas of Connah's Quay



Improving Connectivity



Keeping the Town Clean, Safe and Welcoming

People Opportunities



Local People, Passion and Activity



A Place for Learning and Skills Development



Growing a Greener Connah's Quay

IMPROVING THE MAIN ROAD (B5129) THROUGH CONNAH'S QUAY

The B5129 runs through the heart of the town, but does little to announce or celebrate the town. It tends to be a functional, but car-dominated space, that offers limited high quality space for people. The street needs to be a place of life and activity, where residents of the town could come together.

At either end of the B5129, gateway spaces could announce your arrival in the town. These will require use of high quality materials, public art, signage and wayfinding to provide a positive first impression of the town and say "Welcome to Connah's Quay". This is particularly important at the eastern end of the town, at the Shotton boundary. Connah's Quay should have its own identity and a clear gateway space across the Wepre Brook bridge.

A key location along the road is the Dock Road junction, which leads you down to the Docks. The Victorian architecture of adjoining buildings and green spaces creates a nice environment, but this could be enhanced through public art and wayfinding to better direct people. Consideration should also be given to cycle and pedestrian access between the B5129, the National Cycle Route and Wales Coast Path.

- **Physical enhancements to the western and eastern gateways into the town.**
- **Enhancement of Dock Road junction to encourage more people down to the docks. Enhance the road for better cycling provision.**
- **Make the road easier to cross and create a more sociable environment.**

Other key junctions along the route also need to be highlighted and enhanced to direct people to key locations within the town. Landscaping, public art and signage can be used as wayfinding tools and link to Dee Park and Wepre Park.

The street needs to become a place for activity and people. Pedestrian crossing points and junctions can become easier to cross through raised tables. Barriers along the street should be removed and where necessary the carriageway reduced in order to make crossing easier and encourage cars to slow down.

A Connah's Quay wide strategy for heritage, arts and signage can help unify the street and better integrate it into the town and other key assets.



Create an active and attractive street



Improve pedestrian crossings



Use of art and landscaping to add interest



Improve cycling provision along the street



Add play and points of interest



Landscaping adds colour and vibrancy



Highlight key junctions and spaces

IMPROVING THE HIGH STREET PRECINCT AREA

The Precinct could be the activity and social centre of the town. A place for people to pop into to get their daily essentials, where they can meet a friend and socialise. However, the Precinct is a very uninspiring place, dominated by cars and parking and offers no quality space for people.

The whole space, including the parking areas and the B5129, needs to be unified and transformed into Connah's Quay town square. A space for the people of the town, that allows for various activities and events, for socialising and gatherings, whilst also maintaining the day-to-day necessities for residents.

The relationship between the parking areas and road needs to be redesigned to help create more space for people and a less car-dominated environment. A 'shared surface' environment could allow people to seamlessly cross the space and encourage cars to slow down. Landscaping and trees could be used to soften the environment and define the spaces of the square.

This town square could also serve a wider range of functions such as events, fayres, markets or performances. This would provide a unique and flexible space to the town, otherwise not found in the local area.

- **Redesign the Precinct area into a flexible town square.**
- **Host a series of events in the space.**
- **Create more areas for people, where they can sit, relax and socialise.**
- **Improve the visual and physical connection between the Precinct and Medical Centre and enhance the 'feel' of the space.**

The Precinct buildings themselves also need uplifting. A consistent shop front design would help unify the ground floor whilst the use of high quality materials or colour could revitalise the first floors.

Consideration also needs to be given to the link between the Precinct and medical centre and community facilities behind. This needs to feel like a primary key link between these facilities and a place where people can 'dwell' and feel comfortable, rather than a 'back alley' through a service yard. Screening of the service yard, use of high quality materials and landscaping along the route would help. Seating and spaces designed for dwell time would encourage more people to use it, as well as enhancing the ramp up to make a clearer visual and physical connection between the areas.



Use of landscaping to soften the environment



Enhance the look and appearance of the shop fronts



Allow space for events....



.....markets....



Better integrate parking into the space



Create a place for people and vehicles



.....and festivities.

UNITING THE AREAS OF CONNAH'S QUAY

Connah's Quay has a rich history and cultural heritage, which needs to be celebrated within the town. It has a number of unique features and assets, which make it different from its neighbours like Shotton. It therefore needs its own identity, which works alongside Shotton's but is different from it.

The identity of Connah's Quay is linked to its Victorian heritage, with attractive red brick buildings and association to the docks and Flintshire Bridge. These all need bringing to the fore to form the basis for a design code for the town. This code can then be implemented into a heritage and arts, signage and wayfinding strategy. This will help unify the town, and encourage visitors and residents to explore more of their town and its identity.

There are a number of key sites and derelict buildings within the town which contribute to a poor impression of the area. Sites such as Motorworld needs redeveloping and bringing back into use. The former Customs House Public House is set to be redeveloped into a dentist's practice, which is a boost to the area.

Making the most of the town's existing assets will also be key. More can be done to make the docks and its riverside walk into a unique walking and cycling experience, which can tap into and reflect on the town's history.

- **Celebrate the history of the town and form an identity which is different from its neighbours.**
- **Create a design code for the town based on its heritage and identity.**
- **Apply this design code to new opportunities and existing assets.**
- **Redevelop derelict sites and buildings.**
- **Invest in and maximise the potential of existing assets.**

Keynote buildings within the town that need to be enhanced and celebrated include:

- Salvation Army building – Dee Road
- Roman Catholic Church
- Quaystone Chapel
- St Andrew's Methodist Church



Reuse and purpose derelict buildings



Make more of Heritage Centre



Bring historic assets to the fore



Highlight Connah's Quay's history



Create unique walkways along the Quay



Reuse derelict buildings



Unified approach to signage and wayfinding



Make the most of existing assets

IMPROVING CONNECTIONS

Due to the ribbon-type nature of development in Connah's Quay, specifically the proximity of the North Wales coast railway line, the Docks and riverside area is severed from the main town centre feeling separated from the wider experience.

In exploring its history, the town's connections with rail meant that the former docks helped transport bricks, clay and pottery products from Buckley and products from the John Summers & Sons steel works. The port also included the Ferguson shipyard which built the historic ship Kathleen & May. To celebrate this rich maritime and industrial heritage, the Kathleen and May Heritage Centre, located on Dock Road has exhibitions, interactive displays, and educational programmes. This aims to bring history to life, sharing the stories of shipbuilders, sailors, and industrial pioneers. Managed by Deeside and District Historical Society, the Buckley Society, and local councillors, it is also home to the Connah's Quay Sea Cadets. The Heritage Centre is a key local attraction that needs to form part of the wider Place Making Plan, even with its location off-centre from the High Street.



The riverside has the Wales Coast Path running through it as well as the Sustrans National Cycle Route which local people and visitors use for leisure purposes. There are a number of local businesses here, alongside a café and Deeside Wakeboard and Waterski Club. There is a need to consider physical enhancements at Dock Road and Quay Lane in terms of boundary treatment, signage and ways to extend visits. The need to promote links between the docks area and the town centre is important to ensure activity between these two areas of Connah's Quay flourish. A long-term goal would also be to provide mooring points for river craft that would bring activity and visitors to the Quay area.

Existing links between the Wales Coast Path, Dee Park and Bridge Street in Shotton bring you out on the eastern edge of the town centre with Dock Road providing the western link onto the B5129. These links provide a circular route, of sorts, linking into Connah's Quay Central Park, Prince's Park and Wepre Park, as well as local amenities, facilities, places of interest and local heritage. Signage, community-led artwork, interpretation, digital apps and guided local walking tours can form part of this campaign as well as linking into the nearby train station at Shotton. The opportunity for town centre cafés, coffee shops and sandwich bars to meet the needs of visitors needs to be explored.

- **Physical enhancements, boundary treatments and landscaping on Dock Road.**
- **Cross-marketing opportunities and networking between attractions and businesses.**
- **Develop more legible circular trails around Connah's Quay that link into Shotton and other Deeside communities.**



KEEPING THE TOWN CLEAN, SAFE AND WELCOMING

A common theme across other Flintshire towns is the need for a coordinated approach in managing streets so that they are clean, safe, accessible and feel good to be in. Some of this responsibility sits with the County Council but the role of the private and community sector in supporting civic pride also needs to be explored and shared in terms of responsibility and benefit.

The presence and proximity of the B5129 running through the town centre causes challenges, with resultant airborne pollution and noise. The constant through traffic and current carriageway set-up mean that people don't stop and it feels very much like a place to walk through. This has resulted in pavement areas looking dirty, with cleaning and maintenance appearing to be infrequent and insufficient for the intensity of the highway.

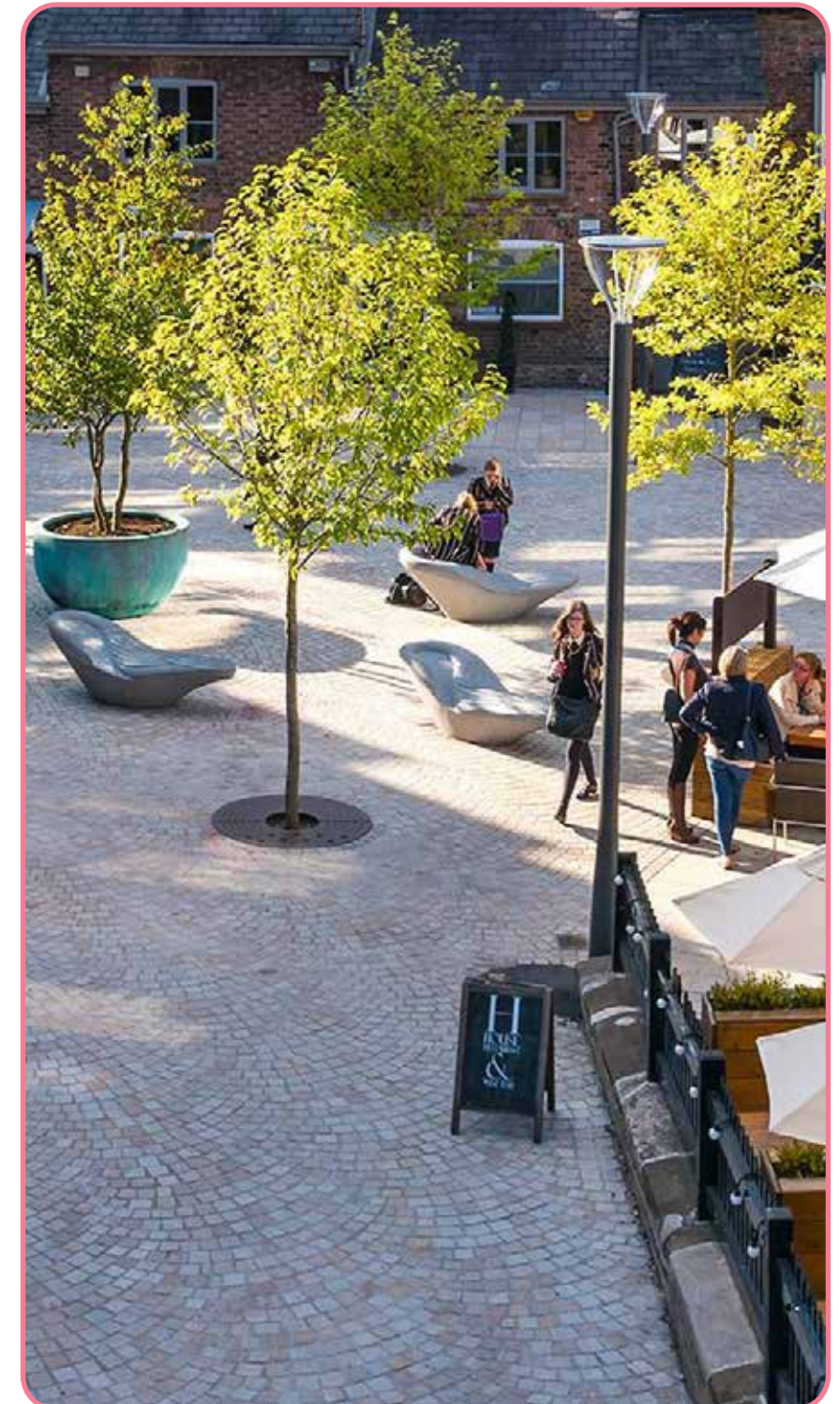
The lack of civic space has also limited the ability to introduce trees and greenery on a large scale. This is a missed opportunity that would otherwise improve air quality, provide shade, and create an environment where people are encouraged to pause and dwell rather than simply pass through.

There is a need to coordinate and manage street advertising and related activities in the town centre to ensure a balance between accessibility and commercial vitality. That is, to create a safe and welcoming environment for all visitors while allowing

Some areas for consideration include:

- Highway pedestrian guardrails.
- Town centre information – waymarking and map/information boards.
- Street furniture – seats, benches, litter bins, bollards.
- Civic planters and planting.

businesses to display their products and, where appropriate, use tables and chairs for food and drink services. Licensing agreements need to strike the balance between accessibility and bringing life onto a street that is practical, proportionate and meets the needs of the whole community.



LOCAL PEOPLE, PASSION AND ACTIVITY

There is a need to help the town centre by bringing together the Connah's Quay community spirit and activities of various groups and organisations, in a number of ways:

- Develop listings for town centre uses, activities and facilities and promote them in print and digitally;
- Develop grass roots ideas, uses and activities for underused spaces and buildings;
- Trial on-street activity that appeals to local residents;
- Explore opportunities for cross-marketing between pastimes such as sports, recreation, hobbies, heritage, growing, etc
- Think about the identity of Connah's Quay across the whole community that reflects on its past and where it is now; include all local neighbourhoods so that a diversity of views is obtained;
- Seek volunteers to help trial out new ideas, initiative and campaigns.

Community-led approaches to town centre placemaking can often happen quickly compared to the private sector, as time is voluntary, people have local networks to make things happen and demand for the idea or activity is known within the community.

Some ideas that could help in improving the experience in Connah's Quay town centre include:

- **Explore if Connah's Quay Nomads football team would open a pop up shop in the town centre that promotes the club, youth football and the team's following.**
- **Develop a multi-cultural food campaign that celebrates global cuisines which promotes local businesses, markets, supper clubs and more.**
- **Develop local volunteer trail guides through training that link into other nearby Deeside communities.**
- **Develop a community artist-led programme to develop The Quay story across a number of sites, spaces, meeting places and buildings; this could be mural focused, pavement tiles/poetry, video stories, etc.**
- **Community tidy up team – target key sites, corners, spaces – linking into Keep Wales Tidy programme.**
- **Develop a local heritage trail using information tiles, QR codes and audio stories.**



A PLACE FOR LEARNING AND SKILLS DEVELOPMENT

There are opportunities within Connah's Quay for people to thrive and enhance their life skills and further development.

In recent times, the Kings Academy (training academy) provides most of the pre-16 hair and beauty provision for high school pupils with 80 pupils engaged per year. They are also a key provider for adult learning including hair, beauty and adult community engagement activities.

Within the Deeside area of Flintshire there are a number of educational and community providers that could form links with a number of place-making activities and initiatives.

Ty-Calon, Deeside Community Trust works help provide community education, vocational training and sport in a new purpose built Community Hub. It aims to improve the well-being of local people through education and sport via the provision of facilities in the interests of social welfare for recreation and leisure time with the objective of improving the conditions of life for the residents and community as a whole.

Alongside is Hwb Cyfle which provides for the needs of people with profound and multiple disabilities. It supports around 50-60 people per day across five activity spaces, including a workshop space, kitchen and multi-use rooms. Specific areas of interest for town centre activity include:

- Bicycle upcycling where they repurpose bikes, trikes and scooters from donations and the recycling centres. These are restored by the team and sold to members of the public.
- Woodworking where furniture is upcycled for resale, alongside the repurposing of pallets to make tables, benches, home bars and bespoke items.
- Electronics where they repurpose circuit boards from electrical items to make guitar pedals. Hwb Cyfle also runs a charity shop in partnership with NEWCIS (North East Wales Carers Information Service) and the people they support where they sell donated items to the public, learning customer service, sales and retail skills.

Finally, Plas Derwen caters for pupils from Year 4 to Year 11 with a range of social, emotional and behavioural difficulties (SEBD). The Pupil Referral Unit (PRU) also registers pupils in the local authority's Fresh Start provision.

- **Developing partnerships with community focused organisations in terms of outreach, learning and employability.**
- **Social clauses in regeneration projects and investments.**
- **Fostering links with local schools, FE colleges and other education providers to trial activities within a town centre setting.**
- **Provision of trade-based apprenticeships linked to physical regeneration investment.**



There may be a number of opportunities to explore with these organisations such as:

- A shop window for their activities within the town centre that showcases their services, provides retail and learning space.
- Using their services such as Hwb Cyfle's woodworking resources to help make raised planters and other wooden furniture for use as part of greening the town centre.

In these ways, young people learn about the retail and service sector, with hands-on experience alongside mentors and coaches. Here, place-based activity and investment can open up training and upskilling opportunities for local residents, business and organisations.

Underused town centre spaces can also provide opportunities for local comprehensive schools, Further Education (FE) colleges and other organisations to trial new ideas and enterprises that meet an untapped market. This can be linked to meanwhile and pop-up activity as well as street-based events.

Local FE can also develop links with regeneration investment programmes with apprenticeships in brickwork, joinery and woodwork, plumbing and heating and other trades. Local supply chain promotion should be encouraged that circulates purchasing and local growth. Training and apprenticeships in hair and beauty, hospitality and service sector should be developed with local High Street employers.



GROWING A GREENER CONNAH'S QUAY

Opportunities to integrate green infrastructure and the role of greening/biodiversity within the wider place is key to improving the sense of place, local well-being and also addressing climate emergency challenges.

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 be used to promote local growing, herb boxes and recipe cards to promote use of seasonal vegetables and local supply chains.

Green spaces, parks, recreation and sports grounds, footpaths, verges and other areas of greenery need to be linked together so local residents can access 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 that can manage underused land for productive purposes. This can form part of social prescribing linked to community health projects.

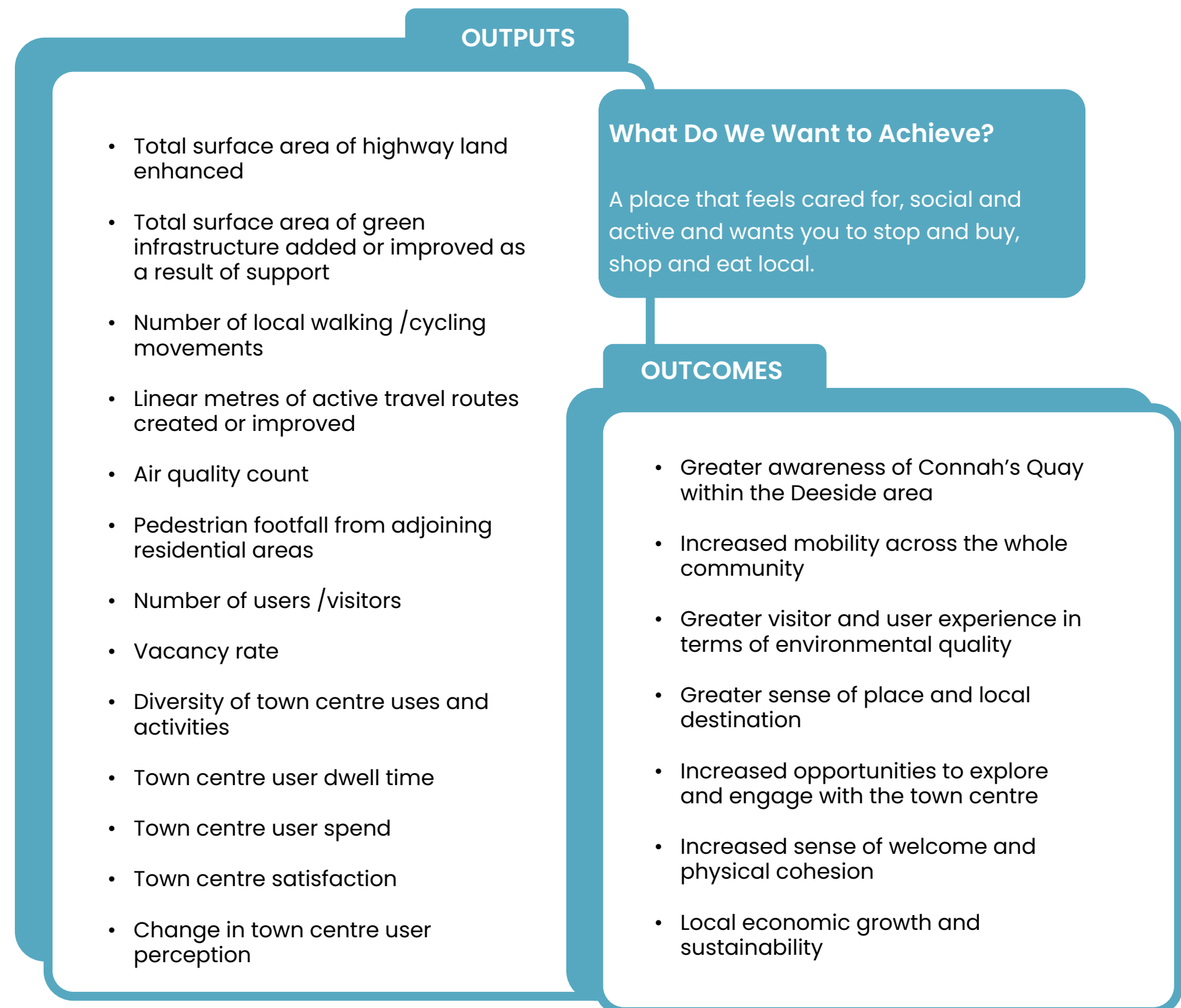
- **Identify climate adaptation and mitigation measures through green infrastructure.**
- **Place-based approach to the B5129 (High Street) that integrates green infrastructure within street-based design improvements.**
- **Opportunities to add to existing green areas that enhances local biodiversity, dwell and community activity and well-being.**
- **Community health centred projects through planting and growing initiatives.**



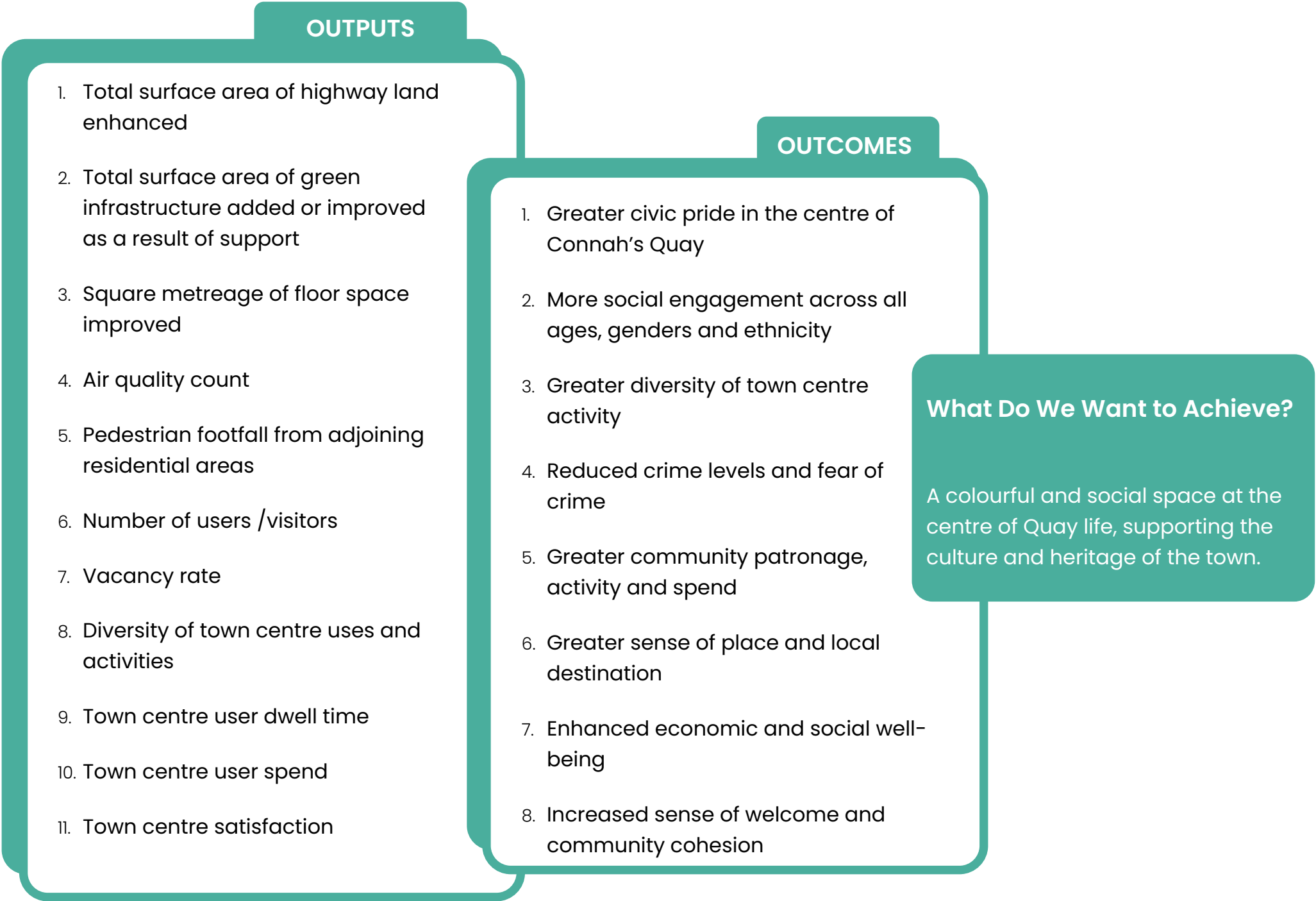
VISUALISING SUCCESS

The need to understand what success looks like is important when you are enabling and delivering change within a place like Connah's Quay. It helps to understand the outcomes that you are reaching for and the process you need to follow to meet 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 alongside shows what we want to achieve by each theme with examples of outputs and outcomes, which form part of an evaluation framework that a place-based partnership would use to monitor progress.

Improving the Main Road (B5129) through Connah's Quay



Improving the High Street Precinct Area



Uniting the Areas of Connah's Quay

OUTPUTS

- 1. Number of town centre buildings improved to an agreed standard
- 2. Number of town centre buildings brought back into use that complement the town centre offer
- 3. Square meterage of floor space improved
- 4. Number of community uses created /supported
- 5. Number of users /visitors
- 6. Vacancy rate
- 7. Diversity of town centre uses and activities
- 8. Town centre user dwell time
- 9. Town centre user spend
- 10. Town centre satisfaction
- 11. Change in town centre user perception

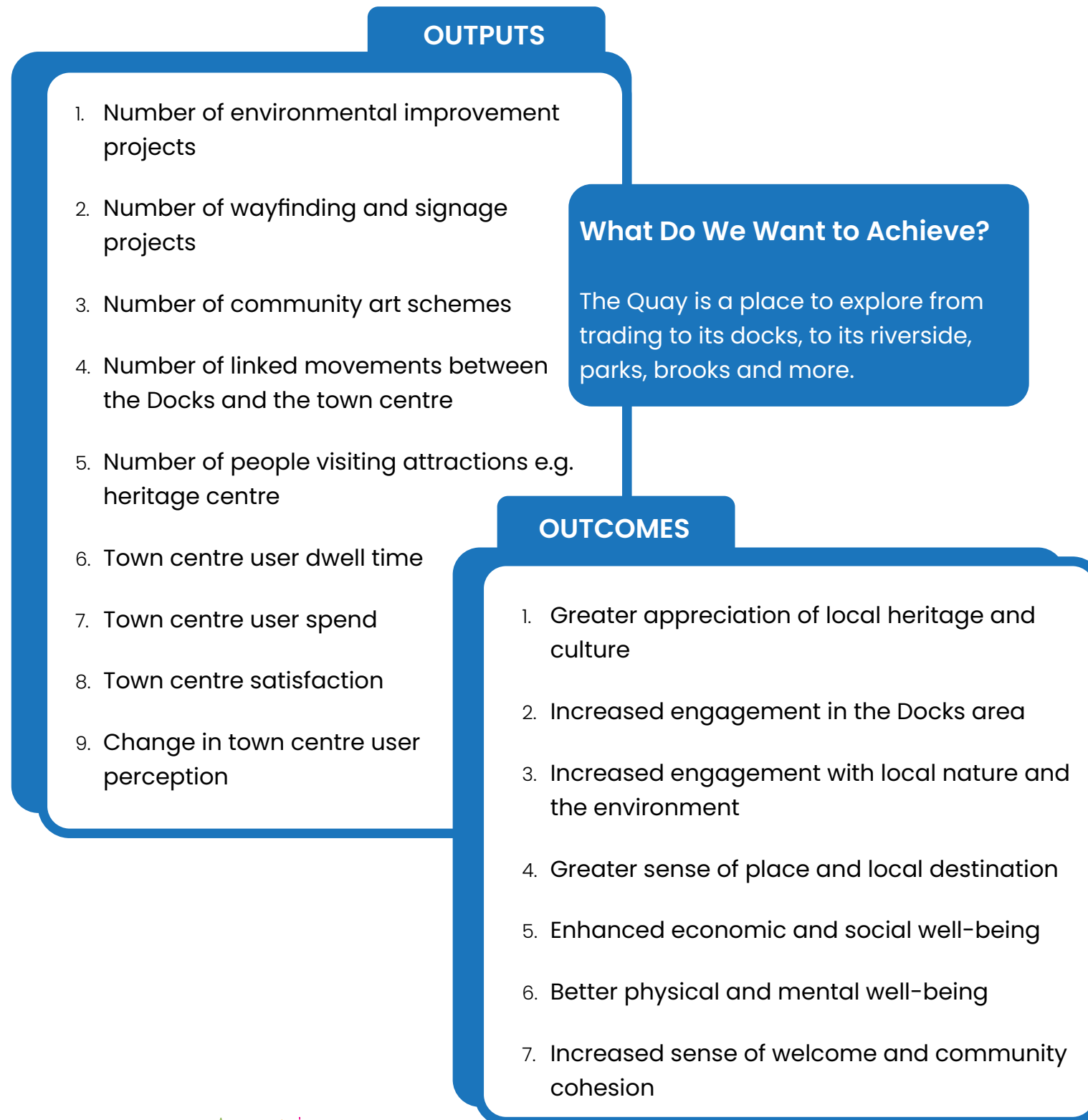
OUTCOMES

- 1. Greater diversity of town centre activity
- 2. Greater neighbourhood diversity
- 3. Greater community patronage, activity and spend
- 4. Greater sense of place and local destination
- 5. Enhanced economic and social well-being
- 6. Increased sense of welcome and community cohesion

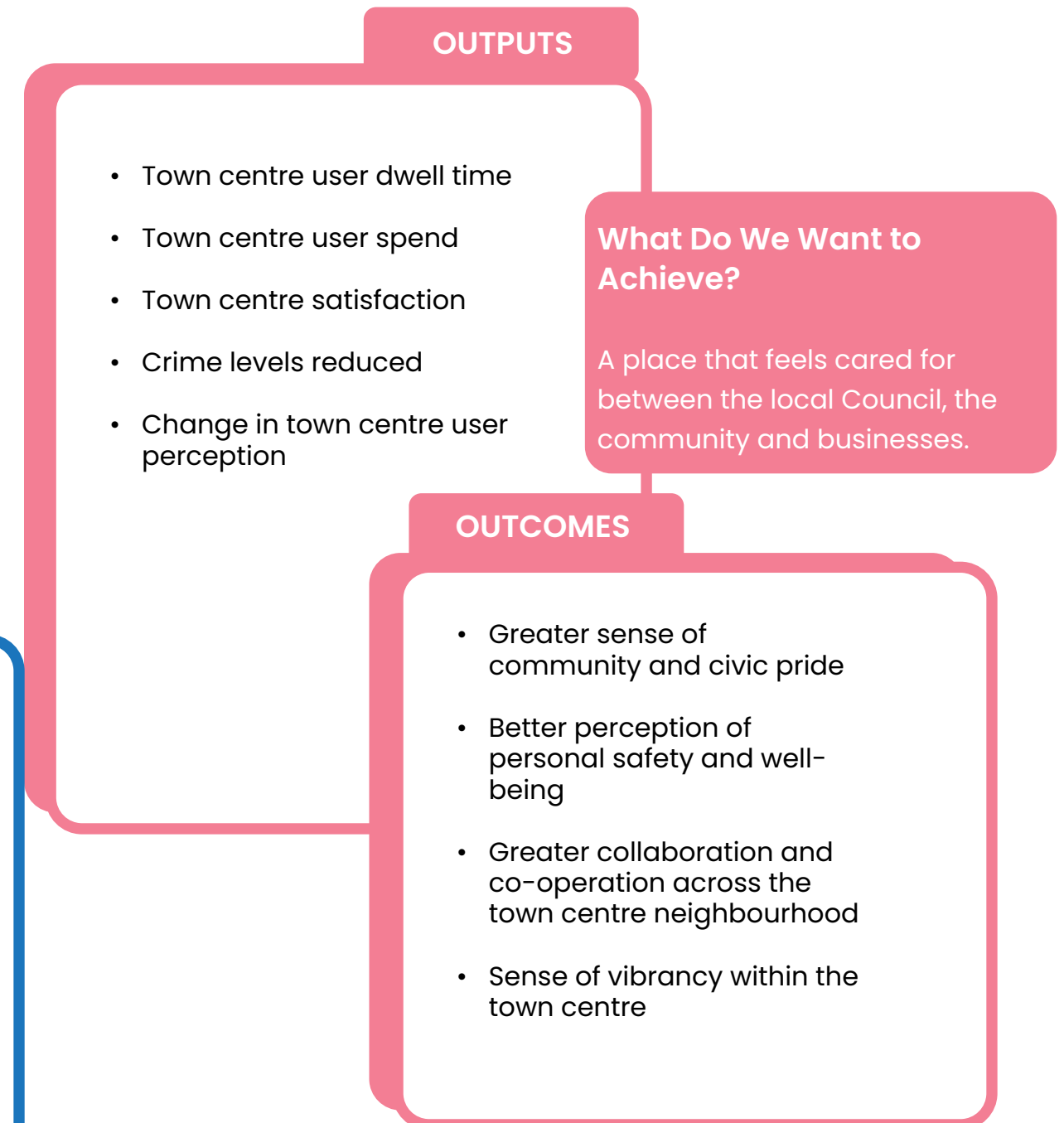
What Do We Want to Achieve?

Celebration of the culture and heritage of The Quay through a street scene that has a common story, palette and identity.

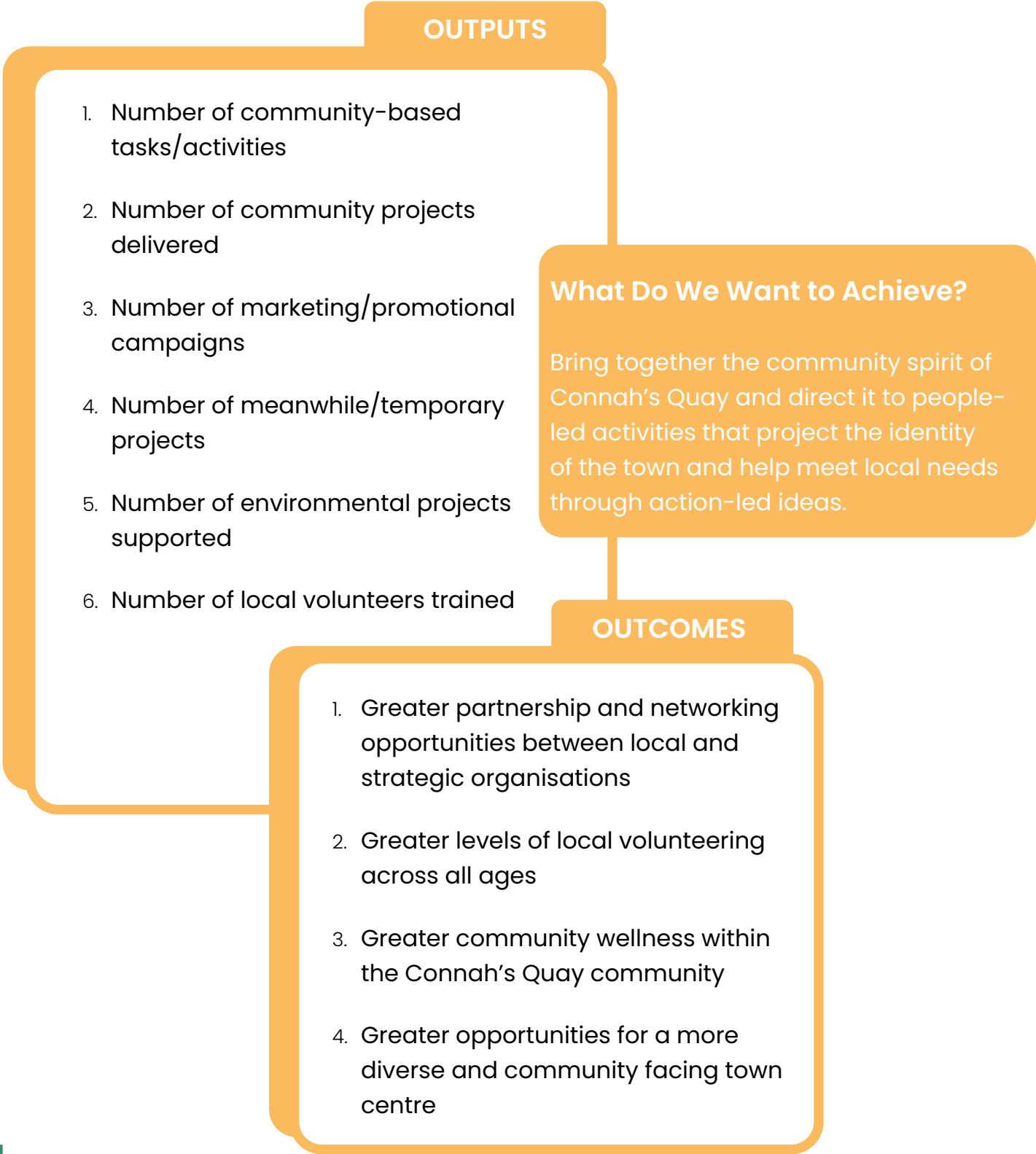
Improving Connectivity



Keeping the Town Clean, Safe and Welcoming



Local People, Passion and Activity



A Place for Learning and Skills Development



Growing a Greener Connah's Quay



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 benefits Connah's Quay 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 coordination 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 Connah's Quay, whilst respecting individual organisations' identities.

Partnership Working

The FCC Place Making process has initiated partnership working since the need for a collaborative approach to Place Making across town centres in Flintshire was identified 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 coordination 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 coordinates 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 Place Making 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 Connah's Quay.
- Provides a common space for organisations to share ideas and solutions.
- Promotes Connah's Quay within and outside of the local community and,
- Makes the place better now and for future generations.

