

Priority	Sub-Priority	Impact
Economy and Enterprise	Town and Rural Regeneration	Creating jobs and growing the local economy

What we will do in 2015/16:

1. Deliver an integrated programme of regeneration for Deeside.

Achievements will be measured through

- Implementing the key actions of the Vibrant and Viable Places programme, including:
 - i) redeveloping vacant sites and properties;
 - ii) providing grant assistance to high street businesses;
 - iii) providing skills and training opportunities; and
- Developing an over-arching regeneration strategy for Deeside

Achievement Milestones for strategy and action plans:

- Development of an over-arching regeneration strategy for Deeside by March 2016.
- Completion of the environmental improvement project in garden City by March 2016.

Achievement Measures	Lead Officer	2014/15 Baseline Data	2015/16 Target	2016/17 Aspirational Target
Number of vacant sites and properties redeveloped	Chief Officer – Community & Enterprise	Not Applicable – New Measure	3 vacant sites / properties	3 vacant sites / properties
Number of business grants offered to high street businesses		Not Applicable – New Measure	8 grants	8 grants
Number of trainees recruited		Not Applicable – New Measure	40 trainees	40 trainees

2. Develop and implement long-term regeneration plans for Town Centres.

Achievements will be measured through

- Completing key actions as set out in the Town Centre plans through the completion of the streetscape improvement projects
- Progressing the Flint regeneration programme through:

- i) the completion of the maisonette demolition;
- ii) the successful appointment of a lead contractor for their replacement; and
- iii) the completion of the St. Mary's Church square improvements.
- o Monitoring trends in ground floor commercial vacancy rates

Achievement Milestones for strategy and action plans:

- Completion of all town centre streetscape improvement projects by December 2015
- Delivery of Welsh Government town partnership support in Holywell by March 2016
- Developer selected for new housing in Flint in May 2015
- Construction of new Flint housing to start in January 2016
- 72 unit extra care development in Flint by Wales and West to start construction in August 2015
- New Flint primary health care centre to receive planning approval by July 2015 and start on site by September 2015

Achievement Measures	Lead Officer	2014/15 Baseline Data	2015/16 Target	2016/17 Aspirational Target
Monitoring trends in ground floor commercial vacancy rates:	Chief Officer – Community & Enterprise			
• Buckley		6.3%	Not Applicable – Management Information	
• Connah's Quay		10.5%	Not Applicable – Management Information	
• Flint		10.7%	Not Applicable – Management Information	
• Holywell		11.6%	Not Applicable – Management Information	
• Mold		6.9%	Not Applicable – Management Information	
• Queensferry		8.7%	Not Applicable – Management Information	
• Saltney		0%	Not Applicable – Management Information	
• Shotton		11.7%	Not Applicable – Management Information	

3. Increase the economic benefits to Flintshire of visitors coming into the County.

Achievements will be measured through

- Developing new electronic promotion and communication tools e.g. website
- Using alternative methods of distribution for promotional materials
- Monitoring the value and volume of tourism expenditure in Flintshire – 2013 baseline 3.243m visitors, estimated economic impact of £215.53m and supporting 2,468 direct jobs.

Achievement Milestones for strategy and action plans:

- Development of new electronic promotion and communication tools e.g. website by May 2015
- Alternative methods of distribution for promotional materials by Autumn 2015

Achievement Measures	Lead Officer	2013 Baseline Data	2015/16 Target	2016/17 Aspirational Target
Monitoring the value and volume of tourism expenditure in Flintshire	Chief Officer – Community & Enterprise			
Number of visitors		3.243m Visitors *	Not Applicable – Management Information	
Estimated economic impact		£215.53m *	Not Applicable – Management Information	
Estimated direct jobs supported		2,468 Jobs *	Not Applicable – Management Information	

**Data source: STEAM (Scarborough Tourism Economic Activity Monitor)*