



HOLYWELL

PLACE MAKING ACTION PLAN (2025-2027)

An 18-Project Plan to improve Holywell by 2027: led by Flintshire County Council (FCC), Holywell Town Council, and Partner Organisations

Placemaking is about shaping places around the needs and aspirations of people who live, work and visit them. It is a collaborative process that brings together local knowledge, ideas and resources to improve public spaces, strengthen community ties, and support economic, social and environmental wellbeing.

The Holywell Place Making Action Plan has been shaped through extensive consultation with local residents, businesses, community groups, and service providers. Their insights and priorities have helped define a shared vision for Holywell's future.

This Action Plan (2025-2027) sets out a framework for delivery based on the 9 priorities laid out in the Holywell Place Making Plan. It outlines 18 practical projects that local partners are committed to delivering. While the projects depend on funding from a range of sources that are not necessarily guaranteed, they reflect a strong, collective ambition to create positive change for Holywell by 2027.

Priority 01 Developing Holywell's Connectivity to its Surroundings

Generating a sense of arrival to the town through promoting and improving the existing links and signage

Town Centre Property Improvement Grant

To be delivered by: FCC Regeneration Team
Purpose: Grants to improve commercial properties and increase investment appeal
Impact by 2027: Property owners/tenants supported to improve or expand, boosting visual quality and town usage

Rethinking Arrival Connections

To be delivered by: FCC Streetscene and Transportation
Purpose: To explore options for improving the arrival route into the town centre
Impact by 2027: Better clarity and understanding of connectivity options for a more accessible town centre



Priority 02 Increasing the Appeal of Holywell Town Centre

Raising the quality of the environment and creating a more welcoming, green and social space

Legend on the Bench Project

To be delivered by: Holywell Town Council
Purpose: To provide and install two mental health and well-being benches to signpost people to relevant support services
Impact by 2027: Installation of benches completed

Former HSBC Bank Project

To be delivered by: FCC Streetscene and Transportation, Housing and Communities
Purpose: To explore acquiring and redeveloping the former HSBC building into a reuse/recycle hub with new housing provision (subject to funding and contract)
Impact by 2027: A revitalised landmark that supports sustainable living, provides homes and increases the appeal and vibrancy of the town centre



Priority 03 Encouraging Movement into the Town

Strengthening awareness of the town, creating a place where people want to visit and dwell

Police and Community Trust (PACT) Project (Youth Health and Safety)

To be delivered by: Holywell Town Council
Purpose: Work with the PACT Group to support disengaged young people from Holywell High School to promote their health and well-being
Impact by 2027: Young people engaged, signposted to services and programme of activities

Holywell Events Programme

To be delivered by: Holywell Town Council
Purpose: Organise multiple town-based events to drive footfall and community engagement
Impact by 2027: Delivery of at least three successful community events, with increased participation



Priority 04 Improving the Vibrancy of the Town Centre

Animating the town centre to increase activity, loyalty and benefits to the local economy

Town Centre Activities and Events Grant (TCAEG) Scheme

To be delivered by: FCC Regeneration Team
Purpose: Funding to support and encourage community events that bring vibrancy, footfall, and local spend
Impact by 2027: More activities/events in town centres



Priority 05 Connecting the Greenfield Valley and the Town Centre

Maximising opportunities to connect the town centre and Greenfield Valley and improve what they offer to local people and visitors

Investment in Green Spaces

To be delivered by: FCC Regeneration Team
Purpose: Improving green spaces around the outskirts of the town centre creating 'green corridors'.
Impact by 2027: Minimum of two green improvement projects delivered, supporting local pride and environmental improvements



Priority 06

Encouraging Health and Wellbeing in the Community

Creating activities and support to help local people lead active and healthy lifestyles

Age-Friendly Communities Network



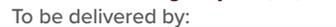
To be delivered by:

FCC Social Services Ageing Well Team

Purpose: Connect older people to national age-friendly networks and local activities

Impact by 2027: More older residents engaged in local initiatives and healthier lifestyles

Social Prescribing Project



To be delivered by:

Flintshire Local Voluntary Council (FLVC)

Purpose: Connect people to local wellbeing support

Impact by 2027: Better connected communities with health and wellbeing services

Holywell Inclusive Play Park



To be delivered by: Holywell Town Council

Purpose: Secure funding for additional pieces of all-inclusive play equipment in Fron Park for use by those less able

Impact by 2027:

Installation of additional pieces of equipment

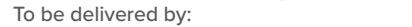


Priority 07

Connecting Community Venues and Services

Developing and raising awareness of people-focused services and support available in the community

Support for Local Community Groups



To be delivered by:

FCC Community Development Team

Purpose: Providing support to groups offering a warm place to local people

Impact by 2027: Groups supported to deliver warm spaces

Good Food Flintshire Movement



To be delivered by:

FCC Community Development Team

Purpose: Raising awareness of people-focused services and support available in the community for Flintshire residents

Impact by 2027:

Flintshire residents more aware of services and support



Priority 08

Growing Support for Entrepreneurs, Businesses, and Investment

Providing and supporting opportunities for new and existing businesses to thrive and develop

Business/Tourism Discount Incentive Postcard Scheme



To be delivered by: Holywell Town Council

Purpose: Increasing footfall into the Town Centre via local accommodation and tourism providers

Impact by 2027: Increase in footfall and promotion of town and local businesses

Strength in Numbers Project for Adults



To be delivered by: FCC School Improvement Service/Adult Community Learning

Purpose: Improve literacy, digital and employment skills

Impact by 2027: More residents with skills and confidence



Priority 09

Working Together for the Benefit of the Place and its People

Delivering, supporting and investing in services that respond to the needs of the local community

Tourism and Destination Coordination/ Management and Greenfield Valley Engagement



To be delivered by: FCC Tourism

Purpose: Align efforts across partners to promote Holywell and Greenfield Valley

Impact by 2027: Increased number of tourism ambassadors and collaborative approach to promotion and activities delivered

Community Group Support Network



To be delivered by:

Flintshire Local Voluntary Council (FLVC)

Purpose: Help local groups access funding and advice

Impact by 2027: Stronger, sustainable local organisations

Fit Fed and Read



To be delivered by: Gwella

Purpose: To tackle holiday hunger, isolation, and engage children, young people and families

Impact by 2027: Reduced holiday hunger and isolation; improved wellbeing and engagement



Key

Each **priority** is represented by a unique colour. Projects may have multiple coloured dots to show that they contribute to more than one priority.

How to read it:

A project with **one dot** supports that single priority.

A project with **multiple dots** supports several priorities.

- Priority 1
- Priority 2
- Priority 3
- Priority 4
- Priority 5
- Priority 6
- Priority 7
- Priority 8
- Priority 9

"Mae'r ddogfen hon ar gael yn y Gymraeg. Gweler y dudalen Gymraeg ar ein gwefan. This document is also available in Welsh. See Welsh page on our website."

