



DEESIDE PLAN

FOREWORD

Deeside is a story of phenomenal rebirth and success over the last thirty years. From a community reeling in shock from the devastating impact of job losses in the steel industry, Deeside has reinvented itself as a national hub for advanced manufacturing, providing high quality employment not just locally but to people from across the region. Deeside is a major contributor to the economic prosperity of Flintshire and is one of the most important employment hubs in North Wales.

The Deeside Plan articulates how the growth aspirations for North Wales and for the Mersey Dee area can be realised and, vitally, how they can be harnessed for the greatest benefit for local people. The potential for economic growth in Deeside is real and immediate; already new roads are being constructed to open access onto Northern Gateway, one of the largest development sites in the UK. Welsh Government is working closely with the council to plan and improve the transport network in and around Deeside, demonstrating the shared commitment to Deeside as a hub for growth.

The inter-connected economic area in which Deeside sits is a great advantage, bringing a scale and diversity of employment, education and population that rivals many cities. Realising the potential of Deeside will also require inter-connected solutions with action needed across different sectors and across all levels of Government. Action will need to be sustained and will take long-term focus; the horizons for infrastructure investment are set over many years.

The Deeside Plan provides an overarching framework to guide this action over the next thirty years. The future for Deeside will be one of innovation and adaptation at the heart of the regional economy with a quality of life to reflect its success.

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A photograph of a cable-stayed bridge at sunset. The bridge has a tall, dark, A-shaped pylon on the left side, with numerous cables fanning out to support the bridge deck. The sky is a mix of orange, yellow, and blue, and the water in the foreground is calm, reflecting the light. The bridge spans across a wide body of water, with a line of trees visible in the distance.

DEESIDE: PART OF A GLOBALLY CONNECTED REGION WITH A STRONG, DIVERSE ECONOMY

The Deeside Plan outlines our vision for how we can build upon economic success in Deeside and ensure that the importance of Deeside within the regional economy increases. Deeside has the raw ingredients for strong, sustainable growth – we need to ensure that the full benefits of these are harnessed.

DEESIDE

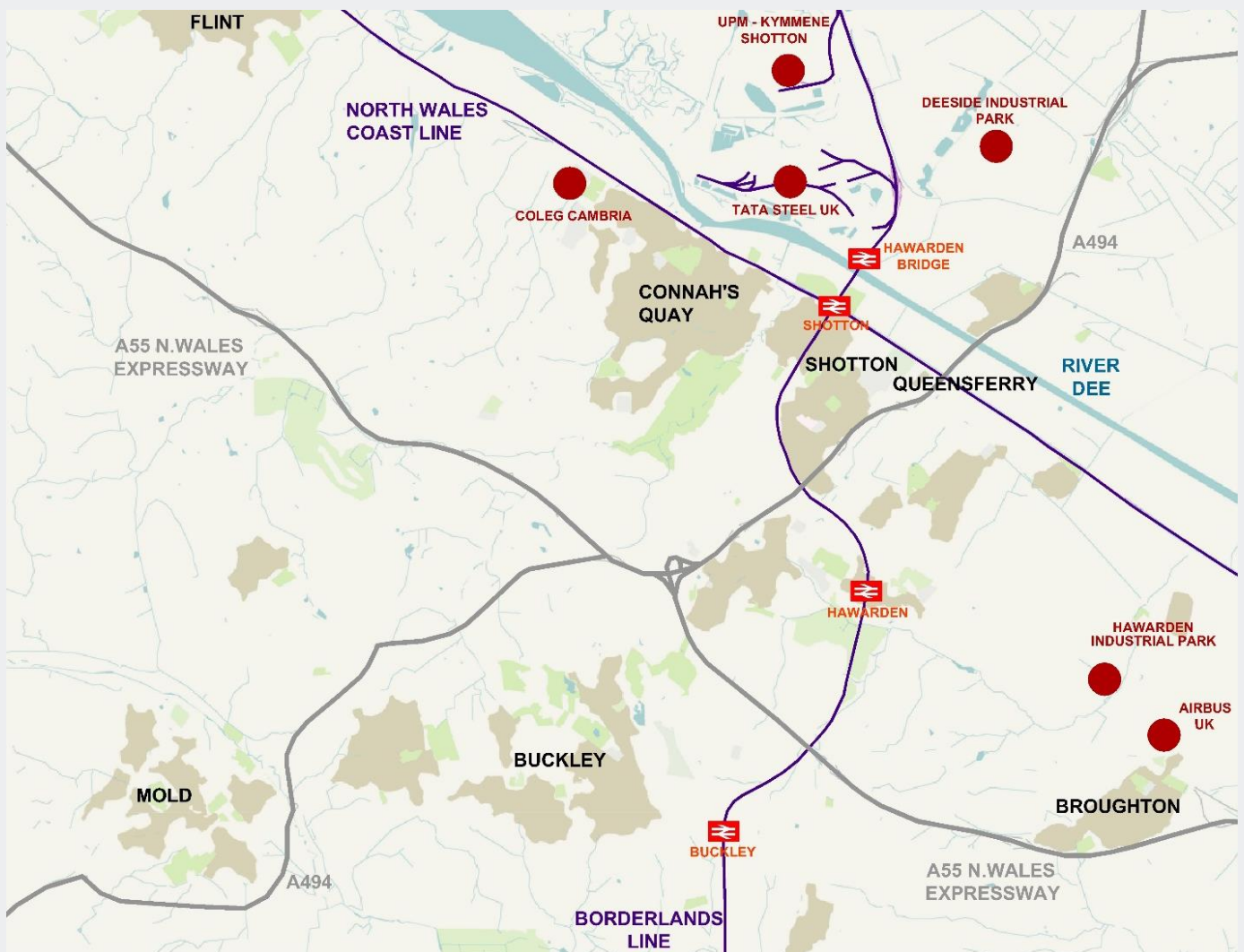
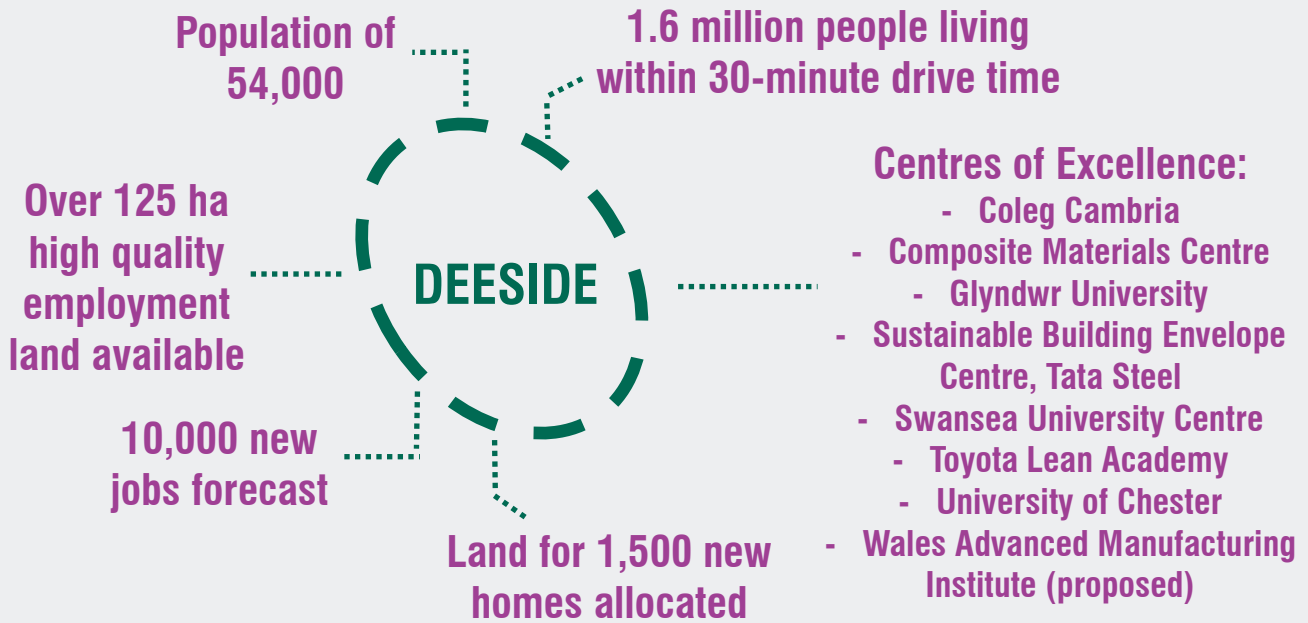
THE WIDER CONTEXT



Deeside: the wider context...

- 4** Enterprise Zones; Cheshire Science Corridor, Deeside Advanced Manufacturing and Materials, Sci-Tech Daresbury and Wirral Waters, delivering long-term, sustainable growth across the North West
- 3** major motorways; M6, M53 and M56
- 2** international airports located within a 30-minute drive of the region, offering direct connectivity to over 200 global destinations
- 1** area with unrivalled growth potential – Deeside

INFRASTRUCTURE OPPORTUNITIES



DEESIDE

THINKING CRITICALLY

STRENGTHS

Deeside has a **rich manufacturing heritage**, with a significant concentration of employment in the sector. The area has successfully attracted a number of significant inward investment projects from internationally recognised firms who provide **high quality employment opportunities** on the Industrial Park and at Broughton.



Airbus UK, Broughton

Deeside forms part of the wider **Mersey Dee City Region** which offers an interconnected labour market, infrastructure, skills ecosystem and employment base. This strengthens the economy of Deeside and **reduces its vulnerability to future economic shocks**.



Shotton Paper Mill

Geographically, Deeside has **clear locational advantages**, with transport links to **nearby ports, airports and the wider portfolio of assets within the Atlantic Gateway area** (Liverpool, Cheshire & Warrington and Manchester), through the A55 and the North Wales Main Line.

Moreover, this **manufacturing expertise is across various sub-sectors**, further reinforcing the area's offer and generating additional supply chain opportunities.

Deeside has an economically engaged population, with a **higher economic activity rate than across Wales as a whole**.

WEAKNESSES

Transport infrastructure in Deeside is **outdated** and insufficient for current or future needs. **Poor rail infrastructure and services** make it an unviable option for travel to work. There are significant pinch points in the road network leading to congestion.



Rail service at Shotton Station

There are **high levels of deprivation** across many of the **neighbourhoods that make up Deeside**, particularly in the corridor to the south of the river.

Deeside has a **high-level skills deficit** relative to the rest of Flintshire, Wales and England.

Flintshire and Wrexham's **GVA growth has lagged behind both Wales and the UK over recent years**, and there has been a persistent productivity gap with the rest of the UK.

Deeside has very **low levels of self-employment** when compared to Flintshire, Wales and England figures.

Parts of Deeside also suffer from a **low quality and poor mix of housing**.

OPPORTUNITIES

The current UK government is keen to see the UK increase its manufacturing base, with Deeside well-placed to take advantage of investment in manufacturing or government incentives given its expertise and experience in this area.

There are ambitious growth plans in place for the Mersey Dee City economic area and for North Wales that reinforce the importance of Deeside economically. Deeside will be a key component in the delivery of these plans and new forms of regional working will help to accelerate and sustain growth.

Ensure that Deeside's business base taps into major opportunities nearby, including the proposed new nuclear facilities in Anglesey (potential £14bn investment), as well as Peel's investment in energy and innovation at Protos and Thornton.



Wales Advanced Manufacturing Institute

Address regeneration challenges and tackle stubborn pockets of severe deprivation by supporting community enterprise and boosting local skills.

Deeside needs more start-up companies and higher levels of entrepreneurship. This would complement the cohort of larger foreign-owned firms on the Industrial Park and would boost the resilience of the local economy

Develop the proposed Advanced Manufacturing Institute in Deeside which would help to address the twin challenges of delivering enhanced higher-level skills and embedding more manufacturing R&D activity locally.

Areas of relative deprivation sit in close proximity to major employment opportunities.

Deeside Enterprise Zone represents a key opportunity to incentivise inward investment by the private sector.

THREATS

Reduced employment opportunities within the manufacturing sector because of increased automation and new business models. If manufacturing takes place elsewhere, Deeside may be vulnerable to site closures or downsizing.

The strong presence of the manufacturing sector in the area could make it more vulnerable to economic shocks if the sector were to decline, though this is partly mitigated by economic integration into the wider Mersey Dee City economic area.

Employment growth has come from relatively large scale foreign direct investment projects, which tend to be more footloose than indigenous firms that have started, grown and developed within the area.

If Deeside is unable to tackle the higher level skills deficit, its long-term competitiveness as a modern business location will be undermined.



New housing is critical to Deeside's future

If Deeside fails to provide sufficient land for high quality residential development, skilled workers will continue to access employment opportunities from surrounding areas, increasing pressure on transport infrastructure.

The career aspirations of young people in the region do not match the range of employment available. This reduces the competitiveness of the area and weakens communities as young people leave to train and work elsewhere.

Continued investment in transport infrastructure will be key to ensuring that economic growth can be sustained in the long term.

OBJECTIVES

The underlying objectives of this Deeside Plan can be split across five core themes, as explored below.

OBJECTIVE 1: ECONOMIC GROWTH

- Raise our competitiveness and productivity through a focus on innovation, R&D and specialisation.
- Support large-scale investment opportunities through flexible policy frameworks and targeted delivery and investment plans.
- Reinforce Deeside's role as a major economic driver for the Northern Powerhouse.
- Attract investment and support in-movers through targeting and key account management.
- Encourage R&D within Deeside's firms locally through encouragement of local business networks and broader knowledge exchange links.
- Foster a more entrepreneurial and business start-up culture amongst our residents.
- Grow and develop more high quality businesses through support services and incubation space.



OBJECTIVE 2: TRANSPORT

- Maximise the benefits of regional transport infrastructure investment.
- Use transport infrastructure investments to unlock further economic growth opportunities.
- Support modal shift from the private car to more sustainable patterns of movement.
- Develop solutions to reduce current congestion and ensure that transport, economic growth and housing are considered in parallel to reduce negative impacts from future growth.
- Encourage active travel through green infrastructure corridors and investment in cycling and pedestrian infrastructure.



OBJECTIVE 3: HOUSING

- Ensure that future planning frameworks facilitate growth, drive innovation and provide for supporting housing and infrastructure.
- Update existing housing stock to maintain the supply of high quality homes.
- Improve and increase the stock of social rent and affordable homes.
- Improve the energy efficiency of the current housing stock to reduce carbon use and fuel poverty.



OBJECTIVE 4: SKILLS & EMPLOYMENT

- Build alliances with wider industry, business and skills networks, drawing on university graduate and apprentice resource to establish Deeside as a go-to location for innovation in advanced manufacturing assets.
- Increase and maintain skill levels of workforce to meet evolving industry needs and facilitate progression.
- Maximise employment opportunities for resident workforce.
- Reduce the mismatch between young people's aspirations and local employment opportunities.



OBJECTIVE 5: ENVIRONMENT

- Transform outdated perceptions of Deeside.
- Support delivery of a mix of uses to enhance the function and viability of the Deeside high street areas.
- Improve the quality of the built and natural environment.
- Develop the leisure and visitor infrastructure with the Dee Estuary as an underpinning resource.



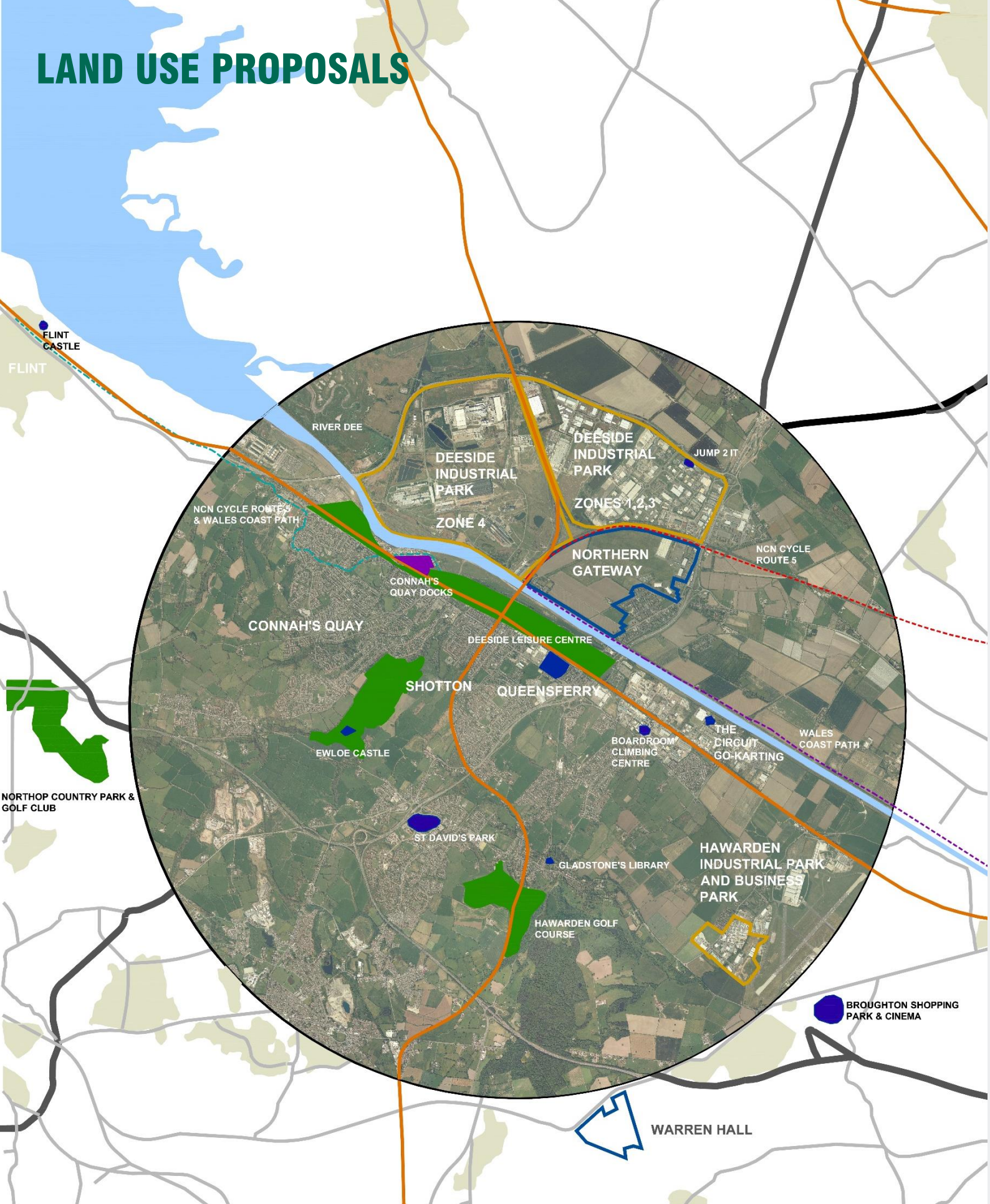
TRANSPORT PROPOSALS



KEY

-  Train Station Improvement
-  New Train Station - Deeside P'way & Broughton P'way
-  WG Proposed Road Improvement - 'Red Route'
-  WG Proposed Road Improvement - 'Blue Route'
-  Service Improvements & Light Rail/Tram Service
-  Proposed Service Station & Truck Stop
-  Shuttle Bus Routes for DIP & Northern Gateway
-  Bus Interchange - Deeside Parkway & Garden City
-  Railway Line

LAND USE PROPOSALS



KEY

- | | |
|--|--|
|  Water |  Rail |
|  Residential Areas |  Cycle and Walking Routes |
|  Green Spaces |  Development Land |
|  Leisure and Lifestyle |  Riverside |
|  Current Sites | |

BROUGHTON SHOPPING PARK & CINEMA

WARREN HALL

OBJECTIVE 1: ECONOMIC GROWTH

Deeside has major opportunities to build upon its economic success and increase its role within the regional economy. The challenge will be ensuring that future development is sufficiently ambitious, sustainable and offers the high quality employment needed to realise economic growth aspirations. Initiatives such as the Welsh Government proposed Advanced Manufacturing Institute are vital in sending clear messages on the types of development Deeside aspires to and in increasing the competitive advantage of Deeside in securing business investment.

Deeside's place within the wider sub-region will be crucial to future success. On its own Deeside is relatively small in scale and faces competition from well-advanced competing centres. As part of an inter-connected regional network of centres, each with their own sectors and specialisms, Deeside can form part of a more significant, competitive and sustainable economic growth hub.

The key action areas identified are:

1. The **Northern Gateway** and **Warren Hall** development sites are **crucial to the economic growth ambitions** of the region and have the **potential to deliver up to 10,000 new jobs** and up to **1,500 new homes**. Owners, developers and the public sector have a shared interest in maximising the economic impact of these sites, the quality and range of jobs created and the quality and value of development secured.

2. The process of identifying and readying sites for development can take many years. It is therefore **essential to begin the process of identifying the next generation of high quality employment land to accommodate future growth**. Future employment land will need to be in locations that facilitate sustainable transport and that meet the expectations of the employers of the future.

3. Ensure that there is a shared **understanding of the future growth plans for Deeside's most significant firms** and respond through 'best in class' key account management.

4. Through partnership with the Welsh Government, higher education providers and business, **support the development and adoption of new technologies by companies** to retain competitiveness. The proposed Welsh Advanced Manufacturing Institute will be crucial to achieving this for the manufacturing sector.



5. Build the strength of the supply chain within **Deeside** and across the region to ensure that Deeside businesses take full advantage of the major projects expected, **grow collaborative innovation and competitiveness** and **increase the vitality of the local economy**.

6. Co-ordinate **entrepreneurship workshops and skills sessions** to give individuals the confidence and know-how to start their own business (starting in schools and colleges).

7. Co-ordinate **outreach activities to existing entrepreneurs** building on the existing support structures and **develop programmes and events that will strengthen entrepreneur networks**.

8. Ensure an adequate supply of high quality **incubation work space** linked to the start-up support identified above.

9. Identify sectors where there are significant **opportunities**, such as manufacturing, in order to create tailored programmes to **encourage start-ups in those areas**.

10. Provide support to **grow the scale and impact of the social enterprise sector** both through sector-specific services and through **ensuring that mainstream business support services are relevant to the needs of the sector**. The scale and range of public sector services delivered by the sector will be increased through more supportive procurement practices and building the capacity of the sector.

11. Through partnership with Welsh Government and infrastructure providers, **ensure that the infrastructure in Deeside keeps pace with the changing needs of the economy** and that, for communications technology, provision is of the highest quality to reflect the economic importance of Deeside.



OBJECTIVE 2: TRANSPORT

AN INTEGRATED TRANSPORT SOLUTION FOR DEESIDE

The Deeside Plan sets out a vision for an integrated, high quality, safe, affordable and sustainable transport system for everyone. This is a vision shared with Welsh Government; for a solution that ensures that Deeside has the economic impetus to flourish within an increasingly challenging environment.

WHY NOW? BECAUSE THE TIME IS RIGHT...

Transport in Deeside and North Wales stands at a critical point. Several key decisions are about to be made which will influence the transport infrastructure for a generation and beyond. It is important that these decisions are tied to a common purpose; that Deeside remains a destination of choice for business and continues to play a driving role in the economy of the region:

- **A494/A55 European Highway Route Alignment** – Welsh Government proposes to invest in a new strategic route to link the A55 North Wales Expressway and A494 Welsh Road. The chosen route will dictate the future direction of transport infrastructure both within Flintshire and neighbouring counties.



- **Rail Franchise** - The Borderlands and North Wales Coast rail lines bisect the area. Improved service availability as well as investment in the network is crucial to delivering a high-quality, integrated transport network. The Borderlands Line rail franchise will be renewed in 2018 and services and rolling stock will be determined for the 15-year franchise period. The potential to use the line for

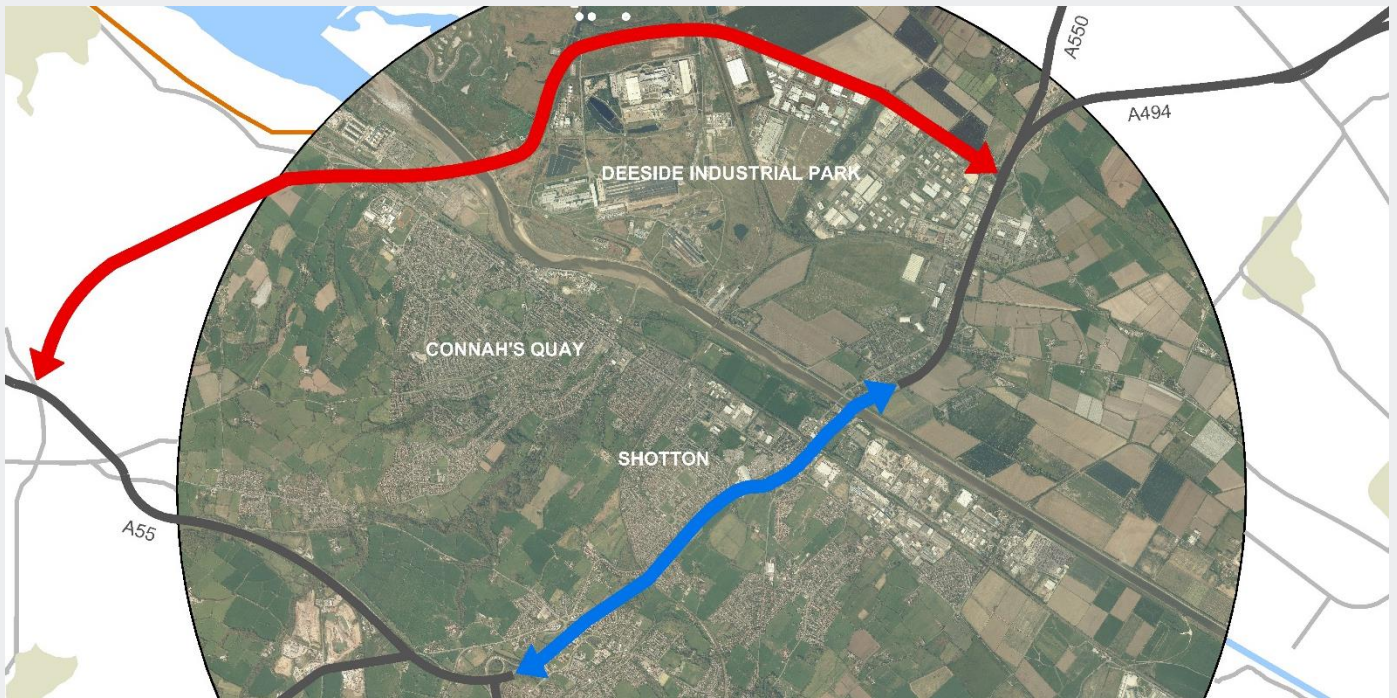
metro services into Deeside Industrial Park is crucial.

- **Local Development** - Major developments such as the Northern Gateway site are at planning stage and consideration of access infrastructure for these developments must be included in the consents to ensure that long-term growth opportunities are maximized.
- **Changes to public transport funding** – Investment in local bus services could help to reverse patterns of declining patronage and promote growth in affordable and sustainable travel choices.
- **Traffic Flows** – Flows within Deeside Industrial Park are becoming a barrier to employment. Congestion and poor journey times to the site are experienced on a daily basis and there is also a shortage of off-carriageway car parking. This increases levels of on-street parking, adversely impacting upon traffic flows within the site.

A forward looking transport solution is needed to capture all available funding opportunities and ensure that all interventions lead to a single goal of a truly integrated transport system. As outlined in the subsequent pages, investment in both the strategic network as well as across a range of transport modes is proposed within Deeside. These investments are outlined under the following headings:

- A494/A55 strategic transport infrastructure investment
- Highway network & capacity improvements
- Bus service improvements
- Rail service improvements
- Active Travel (walking & cycling) improvements

A494/A55 STRATEGIC TRANSPORT INFRASTRUCTURE INVESTMENT



In order to improve journey times to and from North Wales, Welsh Government is proposing strategic improvements to the highway infrastructure to link the A494 to the A55 more effectively. A study has been commissioned to appraise and consult on two proposed route options, both of which will have a direct impact on the future of connectivity for Deeside.

- Opportunities for a new rail halt, park and ride service station and truck stop;
- Reduction in highway network casualties; and
- A high-profile strategic gateway to Flintshire and to Wales.

The options proposed by Welsh Government are:

- Blue Route: Incorporating improvements to the A494 Aston Hill and the Ewloe interchange with the A55.
- Red Route: Improvements to the A548 and a new link road to the A55 at Northop via Flintshire Bridge.

The route will need to increase the resilience of the highway network, offering further route choice in the event of a major incident on the network. Whilst such incidents are irregular, they can have devastating consequences for journey times, in turn reducing the long term viability and attractiveness of the area to local, national and international investors.

The final decision will be taken on the preferred option in late 2017. Regardless of which route is chosen by Welsh Government, there are a number of benefits that it is crucial that the proposed improvements deliver:

- Improved network capacity, reliability and journey times;
- Enhanced connectivity for local businesses;
- Improved access between residential and employment areas;
- Improved local environmental quality;
- Efficiency improvements for existing transport infrastructure;

HIGHWAY NETWORK & CAPACITY IMPROVEMENTS

The provision of strategic highway improvements and the ability to reduce vehicle numbers from Deeside's towns, residential areas and sites of employment will improve the economic viability of the area, help to reduce network congestion and improve safety for walkers and cyclists.

The key actions are:

1. **Improve Park and Ride facilities** across Deeside as these form an **integral part of the transport vision for the area** and are critical to the development of the integrated transport solution, serving the needs of commuters travelling to the Deeside Industrial Park from further afield.



2. Develop a **Truck Stop in the vicinity of Deeside Industrial Park** as this would be of strategic economic value to Deeside and the wider North Wales region which suffers from HGV overnight parking and the concept could be incorporated into a wider service station.



3. **Upgrade the A55 junction 36A** as this is of strategic importance to Broughton and the wider economy of Flintshire. Linked to the retail development at Chester Road, Broughton's role within the regional economy has grown in recent decades and there is a **need to future-proof the highway network in the area to support the economy of the area**. Future expansion of the Broughton Shopping Park will be highly dependent on improved road access.

4. **Implement Traffic Regulation Orders (TRO)** to resolve longstanding on-street parking issues within Deeside Industrial Park and improve the movement of traffic and safety for vulnerable users of the site.

5. **Maximise Park and Share facilities** to assist in targeting congestion whilst **providing commuters with additional multi-modal transport options**. Instead of car-sharing from the start of a journey, commuters can meet at a convenient location and continue to their destination in one vehicle.



Car sharing scheme, Freiburg

BUS SERVICE IMPROVEMENTS

An efficient bus service within the Deeside Industrial Park is essential to providing a seamless link to all other modes of transport. Well located and maintained bus interchange facilities are also an essential element of transport integration and contribute to broader economic, social, and environmental objectives. By delivering new interchange facilities, journeys made by public transport will become faster, easier, safer, more reliable and will underpin the viability of multi-modal transport journeys in Deeside.

The key actions are:

1. Deliver a **new interchange at Garden City** to link Hawarden Bridge Station, the Northern Gateway Development, Deeside Industrial Park and the core bus network. This facility would also benefit the Northern Gateway spine road.

2. Develop a new **interchange at Shotton Station** to help address issues of connectivity within the existing rail network. A frequent and reliable Shuttle Bus Service will link to the core bus network and provide sustainable links to the proposed upgraded cycle route along the Deeside Corridor.

3. Introduce an **integrated ticketing service** to allow travel on multiple modes of transport within Deeside and increase the attractiveness and convenience of using public transport.

4. **Identify optimum service provisions for the Deeside Shuttle** to best serve existing businesses in the park and undertake a **review of the scale of connectivity required to meet the requirements of anticipated future growth on the site** and the demands of potential new businesses. An opportunity also exists to develop a commercial bus service within the Deeside Industrial Park to help ensure the long term sustainability of the service.

5. **Improve bus journey times through urban Deeside by the use of a dedicated bus lane on the B5219 corridor and by giving buses priority at traffic signals.** This would improve connectivity and public transport travel times to Deeside Industrial Park. Corridor. Links to the recently constructed off road cycle way provision and connectivity with the proposed Shuttle Bus hub in Garden City will encourage modal shift.



RAIL SERVICE IMPROVEMENTS

An accessible, reliable and frequent rail service is an underused local asset and is also key to the success of an integrated transport vision. Connectivity with wider transport networks coupled with improved facilities at stations will enable seamless multi-modal journeys. Improved journey times and service frequency to areas such as Manchester, Liverpool and Chester are key to improving cross border commuting and reducing car travel for both work and leisure trips. In addition to the proposed local actions outlined below, lobbying Train Operating Companies and Network Rail to deliver journey time improvements to major cities such as London and Manchester will be crucial to exploiting business opportunities on an international scale.

The key actions are:

1. Develop a new station at Deeside Parkway to provide a rail link into the heart of Deeside Industrial Park. The station will be of strategic importance, improving accessibility at the local level to employment sites at the Industrial Park and leisure destinations including the Wales Coastal Path, as well as improving access to cross-border settlements such as Manchester, Liverpool and Chester.



2. Upgrade Shotton Station to facilitate connectivity improvements between Shotton High Level and the North West Coast Line, improving links to key employment sites. **Upgrades to pedestrian and disabled facilities** will support the vision for integrated transport for all users.



3. Improve Hawarden Bridge station to support access by sustainable transport to the Northern Gateway development site for both commercial and residential users.



4. Develop an upgraded hub station at Penyffordd and other stations along the Borderlands Line to provide enhanced access for commuters from surrounding areas including Mold and Buckley. The existing Penyffordd to Neston line runs through the heart of Deeside linking Hawarden, Shotton and Connah's Quay to major employment sites and the **introduction of light rail / Tram Train** along this corridor would provide a frequent service in to Deeside providing interchange opportunities with other modes of transport.



5. Deliver a new 'Broughton Parkway' station between Shotton Low Level and Chester stations to serve the industrial and residential areas of Broughton.

ACTIVE TRAVEL IMPROVEMENTS – WALKING & CYCLING

Investment in improved walking and cycling infrastructure across Deeside will help to increase safety and attractiveness and make it easier for residents to be active on a daily basis. A dedicated and efficient cycle network will provide convenient access to employment sites, places of recreation and residential areas. Cycling will be an important contributor to the success of the wider integrated transport network, unlocking opportunities both within Flintshire and also cross-border.

The key actions are:

1. Deliver a range of **cycle infrastructure improvements at Deeside Industrial Park between Zones 1, 2 and 3**, the geographical scope of which are shown in the adjacent figure. Proposed improvements include upgrading cycling provisions between Quay Pharmaceuticals on Parkway and National Cycle Route 563 (**Section 1**), widening the existing footway along Parkway (**Section 2**) and upgrading the shared use path between Drome Road and Parkway (**Section 3**).



2. Continue to work with Welsh Government to provide **off road cycle provision between Great Bear (Zone 3 of Deeside Industrial Park) and Toyota**.

3. **Improve cycle links between the regional towns in Flintshire and the industrial employment areas of Deeside** by completing the Strategic Cycleway Network which will provide improved cycling opportunities for local commuters.



4. **Deliver shared use facilities wherever possible**. This will provide safer links to National Cycle Network routes and local employment sites such as Deeside Industrial Park, Sandycroft Industrial Estate and the future Northern Gateway Development.



5. Ensure that both **recreational and employment cycle opportunities are supported from all of the proposed station upgrades**, including access to the Deeside Coastal Path.



6. Improve the availability of **safe cycle storage facilities at rail stations** to help change perceptions of cycling to work.

TRANSPORT INVESTMENT TIMELINE Anticipated timescales for delivering multi-modal transport improvements across Deeside	SHORT TERM (<5 years)	MEDIUM TERM (5 – 15 years)	LONG TERM (15 – 30 years)	UNLOCK OPPORTUNITIES			
				Industrial & Manufacturing	Business & Enterprise	Housing	Leisure
HIGHWAY NETWORK							
Deeside Park & Share				✓	✓		
Traffic Regulation Orders – Deeside Industrial Park					✓		
Northern Gateway – link road				✓	✓	✓	
Eastern Park and Share/Ride access to Deeside Industrial Park				✓	✓		
Improvements to Penyffordd Station and other stations along the Borderlands Line to facilitate Park & Ride					✓		
A494/A55 Red or Blue Route				✓	✓	✓	
Deeside Parkway Park & Ride				✓	✓		
Deeside Parkway Truck Stop				✓	✓		
Junction 36A Broughton					✓		✓
ACTIVE TRAVEL							
Improve cycle routes within Deeside Industrial Park including implementing missing links on the strategic cycling route				✓	✓		✓
Implement cycling links from the regional towns on the strategic cycleway network					✓	✓	✓
Continuous improvement to all walking and cycling routes as required by the Active Travel Act (Wales) 2013					✓		✓
Provision of improved signage and cycle parking facilities throughout Deeside							✓

TRANSPORT INVESTMENT TIMELINE Anticipated timescales for delivering multi-modal transport improvements across Deeside	SHORT TERM (<5 years)	MEDIUM TERM (5 – 15 years)	LONG TERM (15 – 30 years)	UNLOCK OPPORTUNITIES			
				Industrial & Manufacturing	Business & Enterprise	Housing	Leisure
RAIL							
Hawarden Bridge Station Improvements				✓	✓		
Linking upper/lower Shotton Station - access and car parking Improvements					✓		✓
Improved cycle facilities at all stations					✓		✓
Proposed Deeside & Broughton Parkway Stations				✓	✓	✓	✓
Improved frequency on Borderlands Line stopping at Deeside Industrial Park stations				✓	✓	✓	✓
Light Rail 'Metro' option for Borderlands Line – linking Park and Ride at local stations e.g. Penyffordd and Cheshire to Deeside Industrial Park				✓	✓		✓
BUS SERVICES							
Establish Quality Partnership on key strategic routes					✓		
Introduce Integrated Ticketing across the area					✓		✓
New Bus Interchange at Garden City				✓	✓	✓	
New Bus Interchange at Shotton Station					✓		✓
Develop Deeside shuttle service through Deeside Industrial Park				✓	✓		
Further support and development for Commercial Services					✓		✓
Improve bus journey times through Deeside Corridor i.e. dedicated bus lanes					✓		
Bus stop and accessibility improvements on key strategic bus corridors					✓		
Improved and integrated passenger information							✓

OBJECTIVE 3: HOUSING

The provision of the right mix of housing is essential in supporting the future economic success of Deeside, ensuring that it is the location of choice for employers and their workforce. Housing development in the right locations helps to justify and contribute towards the development of new transport infrastructure, an essential element in unlocking future growth.

Key to ensuring a competitive offer will be the provision of good quality and design across all housing, and providing a range of housing which is accessible to all in society including affordable homes built to Flintshire's Housing Design Standards. Consideration of innovative build methods and energy efficiency will also be key to improve the quality of life for residents and raise the overall environmental performance of Deeside.

The Deeside Plan does not propose specific sites for housing development; the statutory planning framework processes over the years of the Plan will consider and allocate sites.

Key actions include:

1. Identify opportunities for new strategic growth zones that knit together employment, existing communities, transport infrastructure and green infrastructure.

2. Working with partners to inform development priorities and ensure collaboration with the Strategic Housing and Regeneration Partnership (SHARP).

3. Continue the public sector house building programme through the Housing Associations and SHARP, to ensure that there are sufficient properties to meet local needs.

4. Maximising existing housing stock through continuing the housing renewal programme to improve older properties to ensure they remain attractive and efficient homes for the future.

5. Continue the installation of energy-efficiency measures on public sector housing stock to reduce carbon use and reduce fuel poverty.

6. Reduce health inequities by developing new approaches to delivering services that reach across traditional organisational boundaries.



7. Ensure that high quality design principles are integrated into future housing development including:

innovative design principles resulting in lower build costs, shorter build times and energy efficiency;

inclusive and sustainable design principles; mix of uses incorporating active streets and a vibrant public realm;

green space for leisure, recreation and biodiversity;

connected places and spaces facilitating accessible journeys and choice in transport mode; and

high design quality both in terms of place-making principles and within architectural design to reinforce distinctiveness of place.



CASE STUDY: STRATEGIC HOUSING AND REGENERATION PARTNERSHIP

Custom House Court in Connah's Quay is the first development from the unique Flintshire SHARP (Strategic Housing and Regeneration Partnership) programme that will build 500 council and affordable homes in five years across the county. The new homes are highly energy efficient, built to the equivalent of Code for Sustainable Homes Level 4.

This programme will regenerate the whole of Flintshire, not just in terms of much needed housing, but also in terms of the economic and social benefits for local communities and businesses. SHARP will generate £60m worth of benefit and 2,000 employment opportunities.

The SHARP programme will make a crucial contribution to improving the quality and choice of homes in Deeside, supporting the economic growth of the area and raising the quality of life of residents.



OBJECTIVE 4: SKILLS & EMPLOYMENT

The future availability of a skilled workforce is of fundamental importance to the future competitiveness of Deeside. Deeside has a lower skills profile than that of the wider area which will, if not addressed, increasingly lead employers to seek workers from further afield or eventually, to relocate. The responsiveness of the training infrastructure is vital to ensure that current and future employer needs are met.

The North Wales Economic Ambition Board has developed the Regional Skills and Employment Plan which sets out an integrated programme of delivery across the region. The Plan highlights the priority sectors for North Wales: energy and environment; advanced materials and manufacturing; and construction. It also highlights further growth sectors: creative and digital; health and social care; tourism and hospitality; and food and drink manufacturing.

Whilst many of the actions will be delivered at the regional level there will be a need for Deeside-specific activity in some.

The key actions are:

1. Develop an **innovation and smart specialisation plan for Deeside** to build upon the area's competitive advantages especially in the automotive and aerospace sectors. The **plan will need to cultivate and exploit identified opportunities**, under the general themes of: promoting and embedding a pervasive culture of innovation; providing support for innovation; increasing collaboration and knowledge-exchange between firms, and with Higher Education Institutions (HEIs); cluster development; and skills development.



2. Develop a **cross-border careers skills manifesto** built around a single **careers agency** to promote the fluidity of skills and expertise in relation to both our labour markets and those who are studying and learning.



3. Ensure that regional learning provision promotes **workforce progression** as an essential tool in reducing in-work poverty.

4. Develop a “**North Wales Toolkit of Employability Skills**” in response to agreed labour market expectations and future employer demands, with the ward of an accredited and employer supported, single regional certificate.



5. **Increase the number of companies that offer work experience, volunteering and apprentice opportunities.** Make better use of the opportunities created through the public sector supply chain.

6. Better understand employer demands for Science, Technology, Engineering and Mathematics (STEM) and increase STEM activity with schools to increase entrants into the sector.

7. Development of regional skills database to build intelligence on current skills availability, support business recruitment and encourage business and graduate retention.

8. In partnership with schools and employers promote the value of local employment opportunities and apprenticeships as a route to high quality careers. A substantial and sustained approach is needed to alter perceptions of local employment.

9. Support companies in Deeside to effectively plan for succession and develop future business leaders.

10. Provide pathways programmes to enable unemployed residents to develop the skills and abilities needed to enter the workforce.

11. Provide a co-ordinated approach to labour market engagement activity and provision of intensive pre-employment support to help those furthest from the labour market to secure and sustain employment.



CASE STUDY: WALES ADVANCED MANUFACTURING INSTITUTE

Welsh Government have announced the development of the Wales Advanced Manufacturing Institute in Deeside in Flintshire which will focus on research into, and development of, advanced manufacturing techniques, innovation and skills for key manufacturing companies and SMEs. The Institute will be a catalyst for growth and job creation across the supply chain throughout North Wales, Northern Powerhouse and further afield. Now at an advanced stage for public sector investment, and with an exciting partnership with Swansea University emerging, the prospects for the vision becoming a reality are positive. The presence of the Institute in Deeside will send a powerful message about the aspirations and strengths of Deeside to potential investors.



OBJECTIVE 5: ENVIRONMENT

Deeside combines both densely developed post-industrial urban landscapes with areas of great natural beauty such as the River Dee and Wepre Park. There is an opportunity to improve health and quality of life in Deeside, encourage sustainable transport and improve the image of the area by improving the quality of the built and natural environment and by facilitating access to green space for residents and workers.

The key actions are:

1. **Develop new roles for the town centres to reduce reliance upon retail activity**, which is diminishing nationally in smaller towns, and bring alternatives functions and land uses into the towns. Through future approaches to regeneration and planning, ensure that change is a **managed process resulting in a sustainable and higher quality built environment**.

2. As part of this change process, the **needs of an increasing older population will need to be planned for** and local stakeholders supported to respond effectively to meet changing demands.

3. More generally, **improve the urban environment in Deeside through physical improvements and greening projects** wherever opportunities arise. This should include housing, town centre and commercial areas to increase investor and buyer appeal, value and quality of life. Focus will be given to the appearance of the key gateways into Deeside.

4. Ensure that future development includes **high quality design principles to facilitate sustainable urban drainage, and connect green infrastructure and active travel networks**. Well-designed places will improve the quality of life and health of users and residents and will improve land and properties values.

5. Extend and **join up the existing green infrastructure network to link Deeside, Chester and the Wirral** through corridors that benefit biodiversity, improve active travel routes and increase recreational provision. The green infrastructure network will use the River Dee as a key spine through Deeside forming a vital leisure and recreational resource and will improve links to Wepre Park and other green spaces.



6. Ensure Deeside forms a key part of the River Dee Coast Park and, with key stakeholders, **plan and implement a programme of environmental and visitor infrastructure improvements to Connah's Quay Docks** as an important "window" onto the River Dee.



A vision for Connah's Quay Docks

7. **Highlight and celebrate the cultural history of Deeside** and the role of the river in its development.



8. Work with the owner to **plan for a sustainable and sensitive end use for the John Summers building** in Shotton.

9. Ensure that visitor infrastructure in Deeside is managed to a consistently high standard to maintain visitor satisfaction and encourage repeat visits and word of mouth referrals. **Build upon the key assets of Wepre Park, Ewloe Castle, Deeside Leisure Centre and the River Dee to generate new visitor opportunities.**



CASE STUDY: THE RIVER DEE

The River Dee runs through the heart of Deeside and offers an invaluable asset for recreation and leisure activities. The river corridor has been little used to date but, with improved access through the Wales Coastal Path and improvements to the cycling network the river is once more playing a more active part in the life of local people and visitors to the area. The new cycle link, for example, between Deeside and the Wirral has seen up to 13,000 users a month. Through physical improvements, events and promotion, the Dee will continue to grow as a leisure and cultural asset for Deeside.



PLANNING FOR THE FUTURE

Planning is able to adopt an integrated approach to delivering the key outcomes of the Deeside Plan and creating sustainable, distinctive and vibrant communities:

- Well-located, available and well-serviced employment land that meets business needs and delivers job creation;
- Good transport links and exploring opportunities for new movement patterns and investment in sustainable forms of transport that can help sustain the growth of Deeside;
- Necessary infrastructure and utilities provision;
- A diverse mix of good quality, affordable and aspirational housing;
- Attractive public spaces and leisure opportunities;
- Making the most of the areas rich natural landscape and heritage – links to new prospects of housing and jobs;
- Healthy, educated, supported and thriving neighbourhoods;
- Reconnecting the areas and communities north and south of the River Dee;
- Maximising the potential of planned investment at Northern Gateway and help deliver the potential of the DEZ

One of the key roles of planning is to provide a sustainable planning framework that will assist with the delivery of the Deeside Plan. The ultimate theme underlying the various strands of the Deeside Plan is the need to ‘secure sustainable patterns of growth and shape the development of new communities supported by investments in physical and environmental infrastructure as well as strong social and economic networks to deliver a quality new residential development and secure real transformational change for Deeside’. Individual elements could include:

- Safeguarding of land for high quality development;
- Consideration of opportunities for a new strategic growth zone to knit together activities at Airbus and Hawarden Aerospace Park, Broughton with DIP and existing communities at Deeside;
- Provision of a range of housing by location, type and tenure to meet the evidenced need and demand arising from Deeside’s efforts and those of the wider sub-region, to support job creation;
- Balancing the need for growth with due consideration of environmental imperatives such as areas prone to flood risk and biodiversity importance, due to proximity to the Dee Estuary;
- Supporting aspirations for an integrated transport network and planned road and rail interventions;
- exploring opportunities for effective cross-boundary cooperation in plan making and strategies to bring enhanced economic benefit to the sub-region.
- Ensuring sufficient infrastructure is available to support growth including highways and transportation, telecommunications, water supply, water treatment and power and energy supply.
- Promoting design principles which achieve:
 - mixed uses incorporating active streets and a vibrant public realm;
 - green space for leisure, recreation and biodiversity;
 - connected places and spaces facilitating accessible journeys and transport choice; and
 - high design quality both in terms of placemaking principles and within architectural design to reinforce distinctiveness of place.

PLANNING INTERVENTIONS CAN BE SPLIT INTO DISTINCT TIME PERIODS

SHORT TERM: 2015-2020

In the short term 'here and now' period the emphasis is on delivering UDP allocations and a range of other projects whilst maximising the benefits associated with Enterprise Zone status:

- Northern Gateway
- Employment allocations at DIP / Hawarden Business Park etc.
- Housing on allocated sites
- Regeneration projects
- Strategic Housing and Regeneration Partnership (SHARP) projects

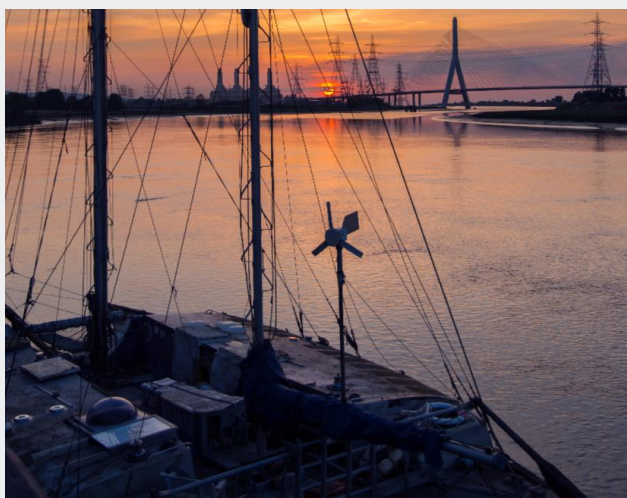
During this period there is a need to ensure that growth and development takes place whilst the LDP is progressed to adoption. The objective is gain momentum in delivering growth and to set the scene for subsequent periods.

MEDIUM TERM: 2020-2030

In the medium term the emphasis is on implementing and delivering the strategy and allocations within the LDP:

- Delivering existing and any new employment allocations in the DEZ and specifically Warren Hall Business Park
- Identifying further land opportunities for growth in DIP and progressing these to delivery
- Bringing forward housing allocations to support job creation
- Delivery of transport and other infrastructure

During this period there is a need to consolidate and build upon earlier growth. A key task will be to define more clearly the role that Deeside plays in the local and sub-regional economy.



LONG TERM: 2030-2045

In the longer term, and following adoption of LDP1, there is an opportunity for LDP2 to be informed by a more fundamental local and sub-regional analysis in order to:

- Review Deeside's role in delivering regional growth aspirations
- Progress a Strategic Development Plan for NE Wales
- Revisit and review previous Sub Regional Spatial Plan
- Review local Economic Development Strategy and Local Transport Plan

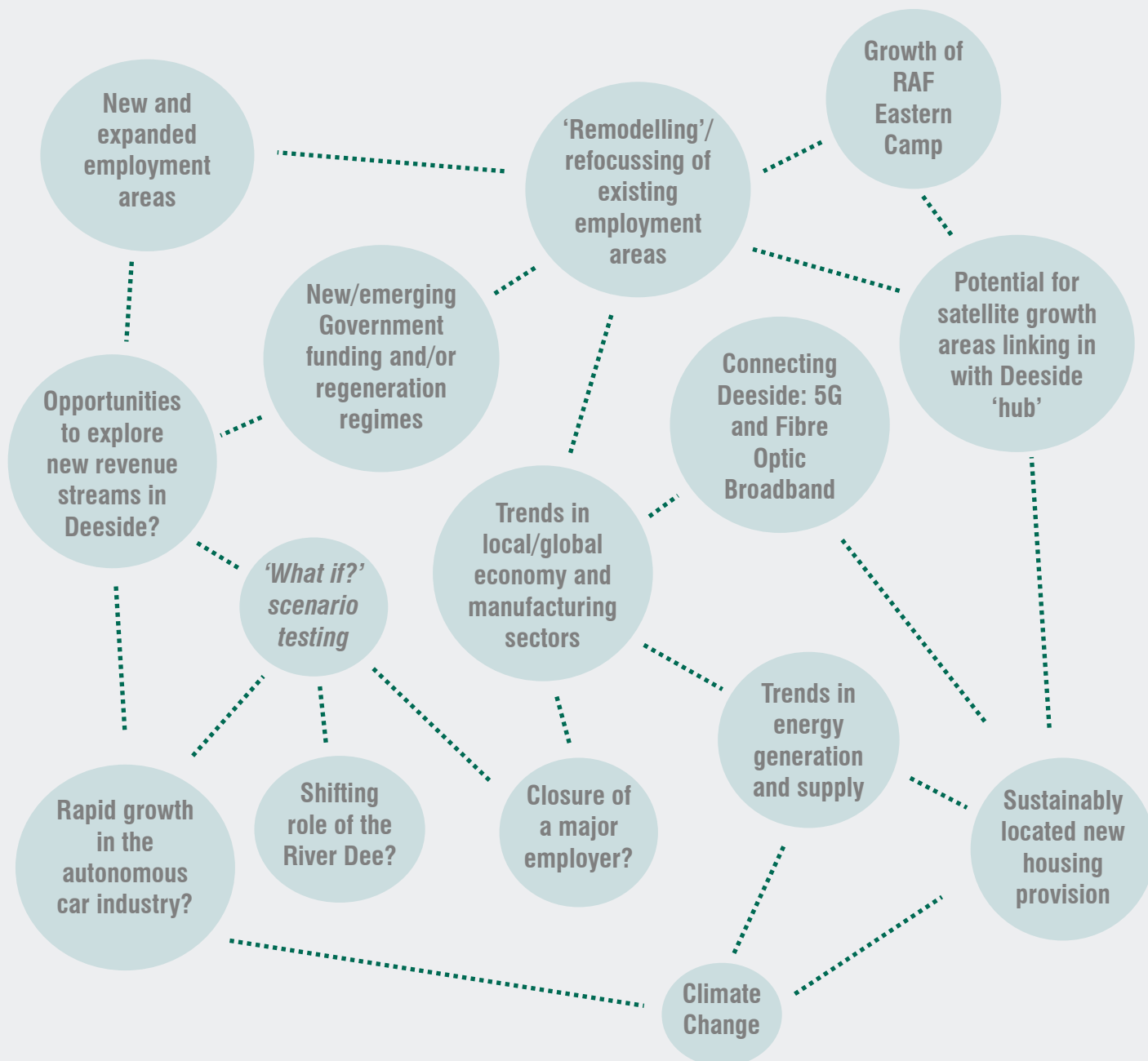


Deeside Northern Gateway: Site Context



LONGER TERM GROWTH PATTERNS, OPPORTUNITIES AND RISKS IN DEESIDE

Now is the time to start exploring the potential impacts and opportunities presented by future local and global economic, social and environmental trends. If we wait 10 or 15 years, these opportunities will quickly turn into risks...



DELIVERY & COMMUNICATION

The Plan will be delivered by partners at all scales: from Welsh Government delivering major infrastructure; through to local communities delivering environmental improvements. The Plan will help to align the work of partners and will focus attention on the importance of Deeside in achieving the regional aspirations for the economy. The success of the Plan will be determined by the strength of partners working together and clearly communicating with each other and with wider stakeholders.

The Deeside Partnership brings together public, private and voluntary sector organisations and is co-ordinated by Flintshire County Council. The Partnership will monitor progress in delivering the Plan, will ensure that the wide-ranging strands of delivery are integrated and will work with wider stakeholders to secure or lobby for the resources needed to realise its aspirations. The Partnership will also play a crucial role in ensuring that the long-term Plan evolves over time to remain relevant to the needs of the area. They will be assisted in the process by the Deeside Forum which comprises elected representatives from Deeside.

Delivery of the Plan is essential to the delivery of wider regional aspirations for economic growth and is itself

dependent upon the success of the wider regional programmes of work, in particular those for infrastructure development and skills. Close links between the delivery of the Plan in Deeside and wider regional structures will be essential to the process.

It is equally important that there is close partnership working with other structures in Deeside and, in particular, with the Deeside Enterprise Zone Board, Deeside Business Forum, and the Town and Community Councils. As well as being important delivery partners in their own right they play a vital role in the two-way flow of communication between the Deeside Partnership and their constituents.

A communications plan for the Deeside Plan will be developed to include:

- creation of a specific brand;
- compilation and use of a consistent range of positive stories, messages and images for Deeside;
- public communication channels and feedback methods;
- key milestones for promotional activity

The Deeside Plan, bringing Deeside's future together



TIMELINE FOR DELIVERY OF SIGNIFICANT PROJECTS

The following proposed major projects demonstrate that there are a number of short, medium and longer term growth opportunities and proposals in Deeside. The current forecast range of years in which we expect each project to be delivered in are denoted by the shaded icons.

Network Rail Control Period		A494/A55 Red or Blue Route	A55 J36A Broughton Improvements	Deeside Northern Gateway	Warren Hall Development	Broughton Parkway Station	Deeside Parkway Station	Wales Advanced Manufacturing Institute	Local Development Plan (LDP) Period 1 Sites	Local Development Plan (LDP) Period 2 Sites
CP5	2017									
	2018									
	2019									
CP6	2020									
	2021									
	2022									
	2023									
	2024									
CP7	2025									
	2026									
	2027									
	2028									
	2029									
CP8	2030									
	2031									
	2032									
	2033									
	2034									
The Future										

THE DEESIDE PLAN

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