

QUEENSFERRY PLACE MAKING PLAN



Wedi ei ariannu gan
Llywodraeth y DU



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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 Queensferry. Queensferry is one of seven towns across Flintshire, having a Place Making Plan developed, including Buckley, Connah's Quay, Flint, Holywell, Mold 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 Queensferry.





02:
**WHY A PLACE
MAKING PLAN?**

WHAT IS PLACE MAKING?

Welsh Government (WG) defines placemaking as: “a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area’s potential to create high quality development and public spaces that promote people’s prosperity, health, happiness and well-being in the widest sense.

Placemaking considers the context, function and relationships between a 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 Queensferry, 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 the town centre and its performance.
- Establish baseline data for 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 of which focused on the towns of Buckley, Holywell and Shotton in 2023-24. Over the next 18-months, 2024 into 2025, Place Making Plans have been developed for the towns in tranche two of the work programme (towns of Connah's Quay and Queensferry) and work has been commissioned for tranche three in 2025-26 (towns of Flint and Mold).

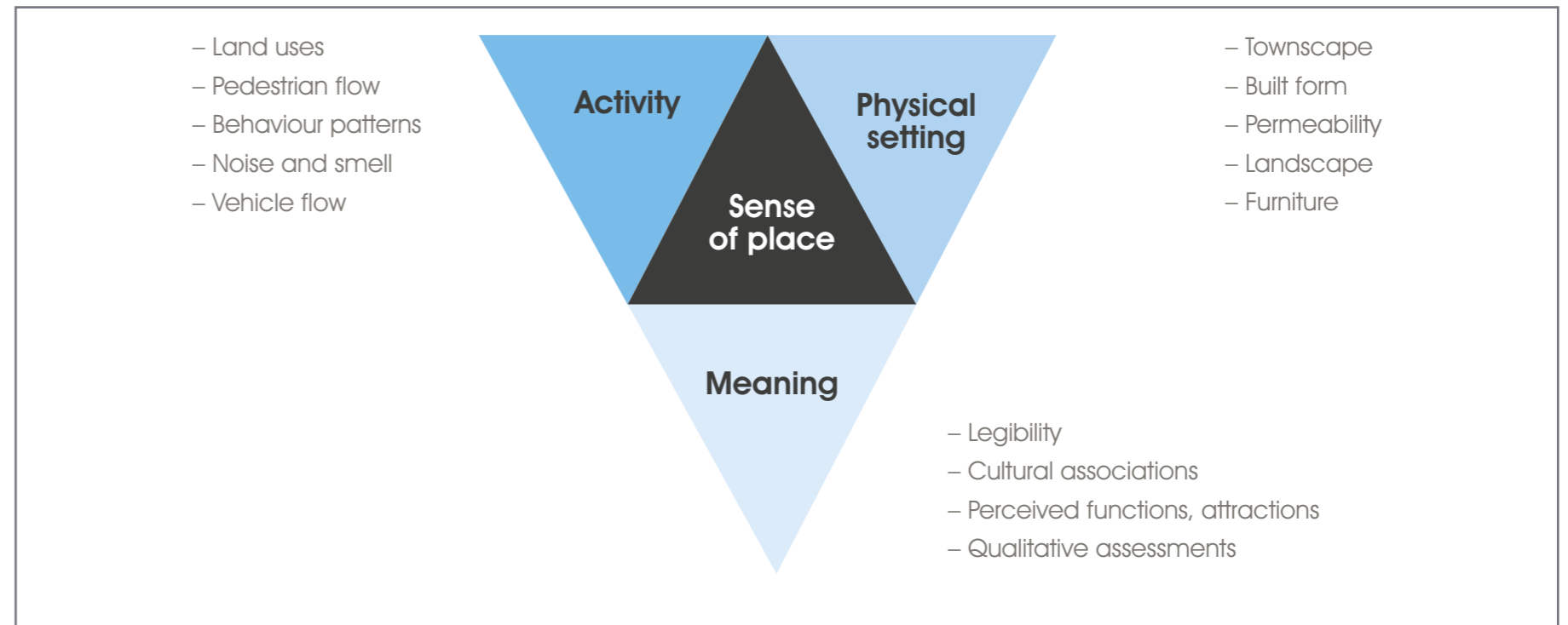


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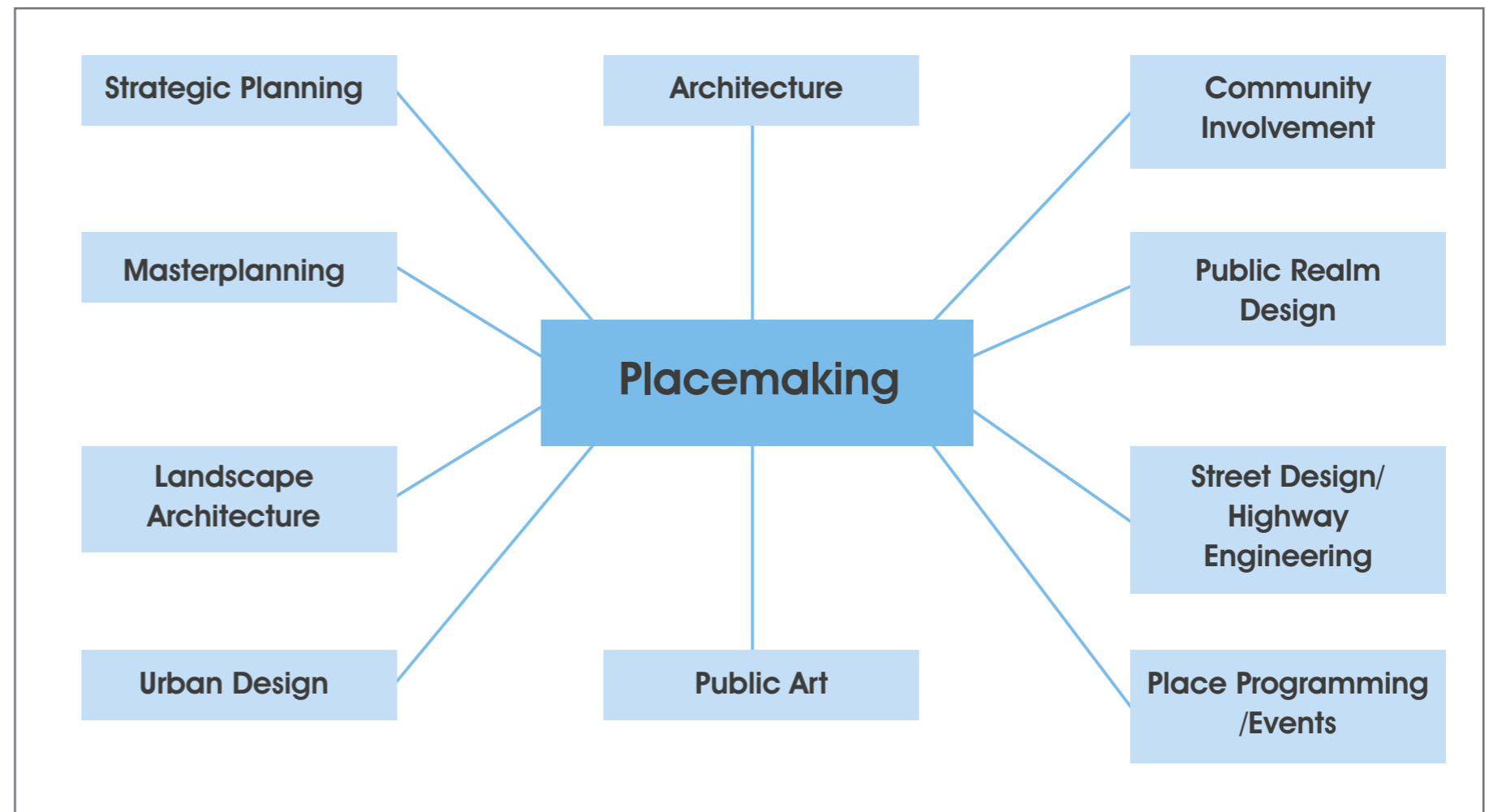


Image from DCFW



**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 Queensferry 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.

Stage 1 - Gathering Information and Data


- Green Infrastructure Audit

Stage 2 - Listening to Community and Stakeholder Views

- Public Consultation
- Stakeholder Consultation
- Research into Perceptions of Queensferry

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

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



04:
**UNDERSTANDING
THE PLACE**

THE HISTORY OF QUEENSFERRY

Queensferry's name derives from the ferries that crossed the River Dee. The settlement of Higher Ferry (Welsh: Y Fferi Uchaf) is now known as Saltney, while Queensferry was named Lower Ferry (Welsh: Y Fferi Isaf). The town's name was changed to Kingsferry on the coronation of King George IV of the United Kingdom in 1820, and became Queensferry on the coronation of Queen Victoria in 1837.

The town has a Memorial Institute rather than a cenotaph type of war memorial. It is a corrugated black and white building near the entrance to Asda from the coast road. The Jubilee Bridge, also known as the Blue Bridge, spans the River Dee. It is a double leaf rolling bascule bridge. The railway station served the town on the North Wales Coast Line between 1864 and 1966.

Queensferry was also served by a railway station on the North Wales Coast Line between 1864 and 1966. Although the station is no longer operational, the town still bears the traces of its railway past, and it is easy to imagine the hustle and bustle of train travellers in the days of yore.

In conclusion, Queensferry is a town with a rich history and an interesting past that is still visible in its landmarks and structures. It is a town that is well-connected, and the ease of access makes it an attractive location for both visitors and residents.



POLICY LANDSCAPE AND SETTING

NATIONAL

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

REGIONAL

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

LOCAL

Council Plan 2022-23
Well Being Plan 2022-23
Climate Change Strategy 2022-30
Corporate Asset Management Plan
Supporting Nature in Flintshire
Flintshire Housing Strategy and Action Plan
2019-24
Flintshire Local Development Plan 2015-2030

The policy context for a place like Queensferry 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 (PPW) was first published in 2002. However, the concept has been expanded under the Well-being Act and it requires an improvement in the delivery of all four aspects of well-being: social, economic, environmental and cultural.

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

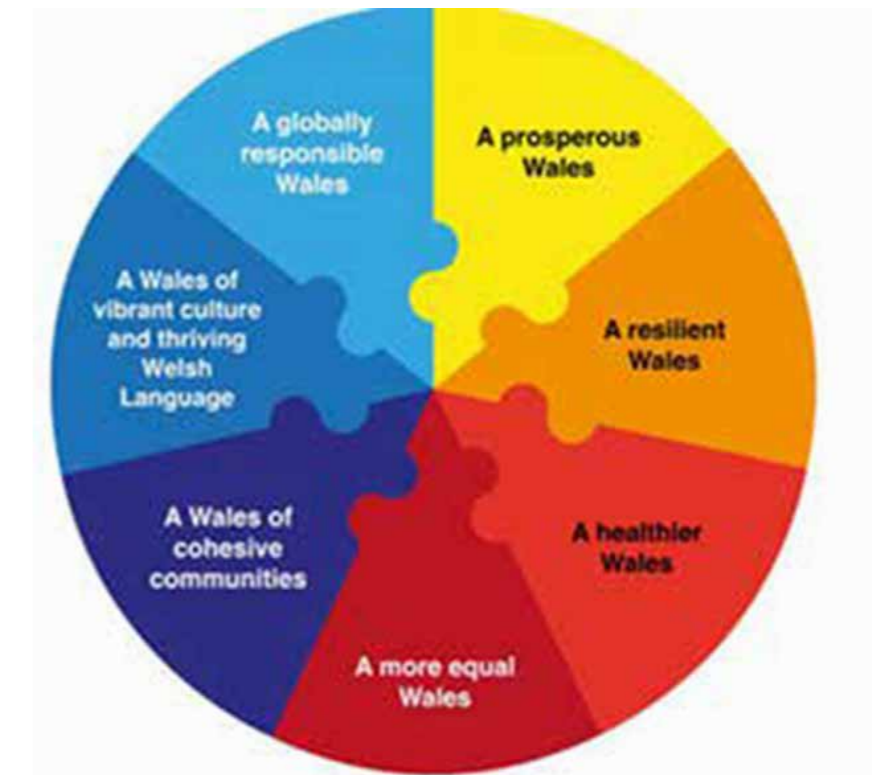
In order to demonstrate that appropriate consideration has been given to the Well-being goals and sustainable development principle in the decision-making process, public bodies are required

to have regard to the ‘five ways of working’ contained in the Well-being Act. These require consideration of involvement; collaboration; integration; prevention; and long-term factors.

Planning Policy Wales Edition 12 – February 2024

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales. PPW, the TANs, Mineral Technical Advice Notes (MTANs) 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:

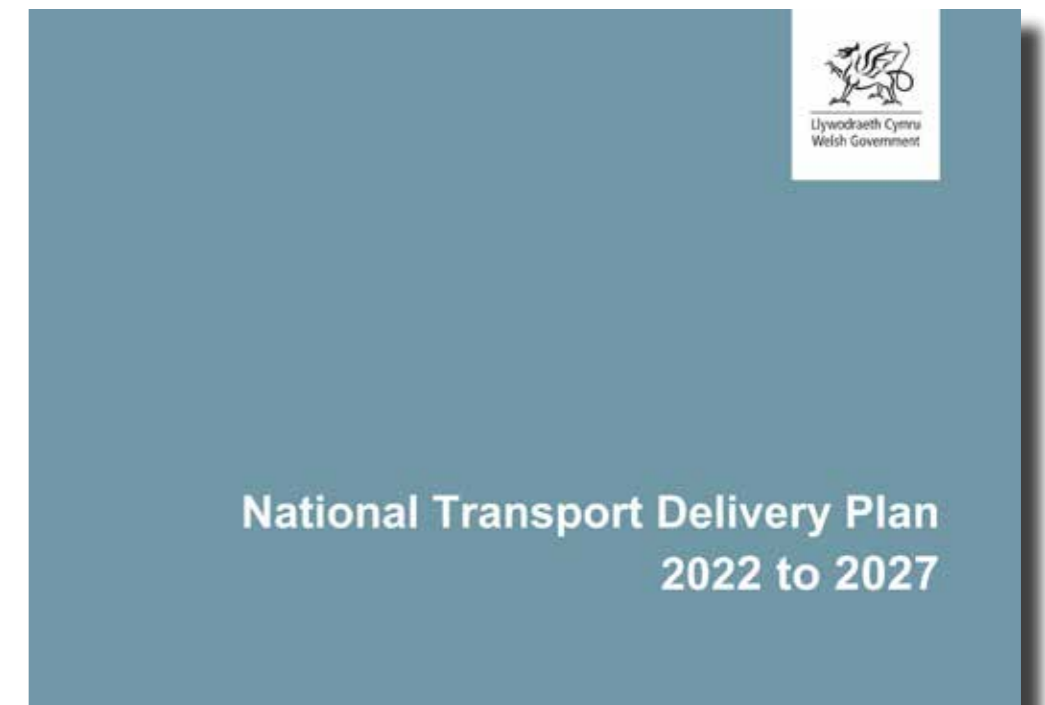
- Promote viable urban and rural retail and commercial centres as the most sustainable locations to live, work, shop, socialise and conduct business;
- Sustain and enhance retail and commercial centres' vibrancy, viability and attractiveness; and;
- Improve access to, and within, retail and commercial 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 priorities 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.

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.

Future Wales – the National Plan 2040

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



Area Statements – Natural Resources Wales

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

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

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

State of Natural Resources Report (2020) (SoNaRR)

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

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

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

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

The Environment Act helps us meet this challenge by introducing the sustainable management of natural resources as a new approach, which ensures 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 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. Complying with the S6 duty will help maximise contributions to the Well-being goals. The Welsh government has published the following guidance:

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

Placemaking Guide 2020 – Design Commission for Wales (DCFW)

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

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

Activity

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

Physical Form

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

Meaning

The unique features of a place including the context, identity of existing places, unique sense of place, significant built and natural features, cultural associations, sensory experiences, safety and inclusiveness and sense of belonging.

Areas that place-making needs to consider are:

People and community

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

Location

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

Movement

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

Mix of uses

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

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

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

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

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

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

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

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

Action – our guidance for the preparation of Regional Transport Plans 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.

Public realm

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

Identity

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

Town centres: position statement, May 2023, Welsh Government

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

The statement opens by saying that town centres face complex challenges which are sometimes unique to specific places. However, most of the issues faced by struggling towns in Wales can be defined by the combination of the declining town centre and post-1980 out of town development. We need to recognise the complexity of these problems and work together in all sectors across the country to reinvigorate our town centres. This statement sets out the challenges faced by towns as well as the

actions the Welsh Government will take to set the foundations for change and enable local delivery to develop our town centres as locations for a range of services, economic enterprise, employment and to be connected communities.

The challenges faced by town centres are identified as:

- Movement of services from town centres to out of town
- Business model issues
- Out of town locations reinforced by private car dependency
- Climate and nature emergencies
- Local capacity to deliver

The position statement outlined some Welsh Government Actions.

Town centre first policies

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

Policies for out of town and their connectivity to town centres

The basic aim of any policy related to out of town development must be to encourage financial advantage and development opportunities towards the town centre, or to ensure out of town developments are socially and spatially connected to town centres. However, this cannot mean the large-scale demolition or redevelopment of out of town developments, which is neither desirable nor environmentally responsible.

Joined up delivery

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

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 that aims to:

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

These 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 North 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. Our 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 support economic growth, including the North Wales Growth Deal. It also aims to ensure that economic opportunities are available to as many people and communities as possible across the region.

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 our focus for 2022/23 is upon:

- Returning to full core business, including addressing the pandemic-related backlog of work, and
- Consolidating developmental work that has already 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:
2. Better understand the barriers and challenges people face to being active

3. Co-create and co-develop interventions with the people living in the locality to grow opportunities for them to being active.
4. 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.
5. 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:

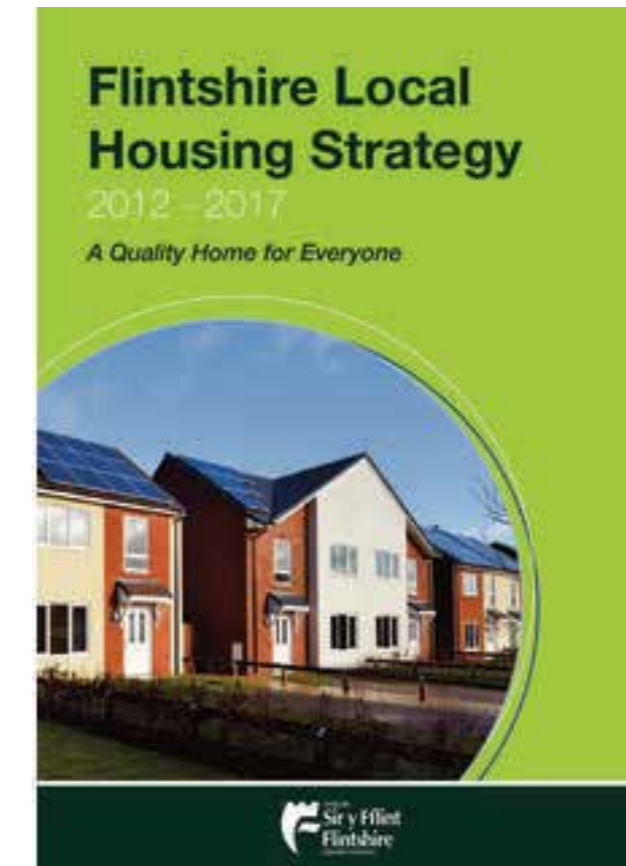
- Poverty
- Affordable and Accessible Housing
- Green Society and Environment
- Economy
- Personal and Community Well-being
- Education and Skills

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 Queensferry 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 supporting 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. We are working with our communities to change how we do things, to make sure we will be able to face the challenges ahead such as the climate and nature emergency, and how we ensure good mental health and wellbeing for all.

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

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

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 we must seize the opportunity to build a sustainable local economy, working across our region and across the border to grow local business, improve biodiversity and focus on developing green skills and infrastructure. This will help to mitigate the effects of climate change, adapt our communities to the impacts of a changing climate and support improved well-being outcomes.

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



Climate Change Strategy, 2022–2030, Flintshire County Council

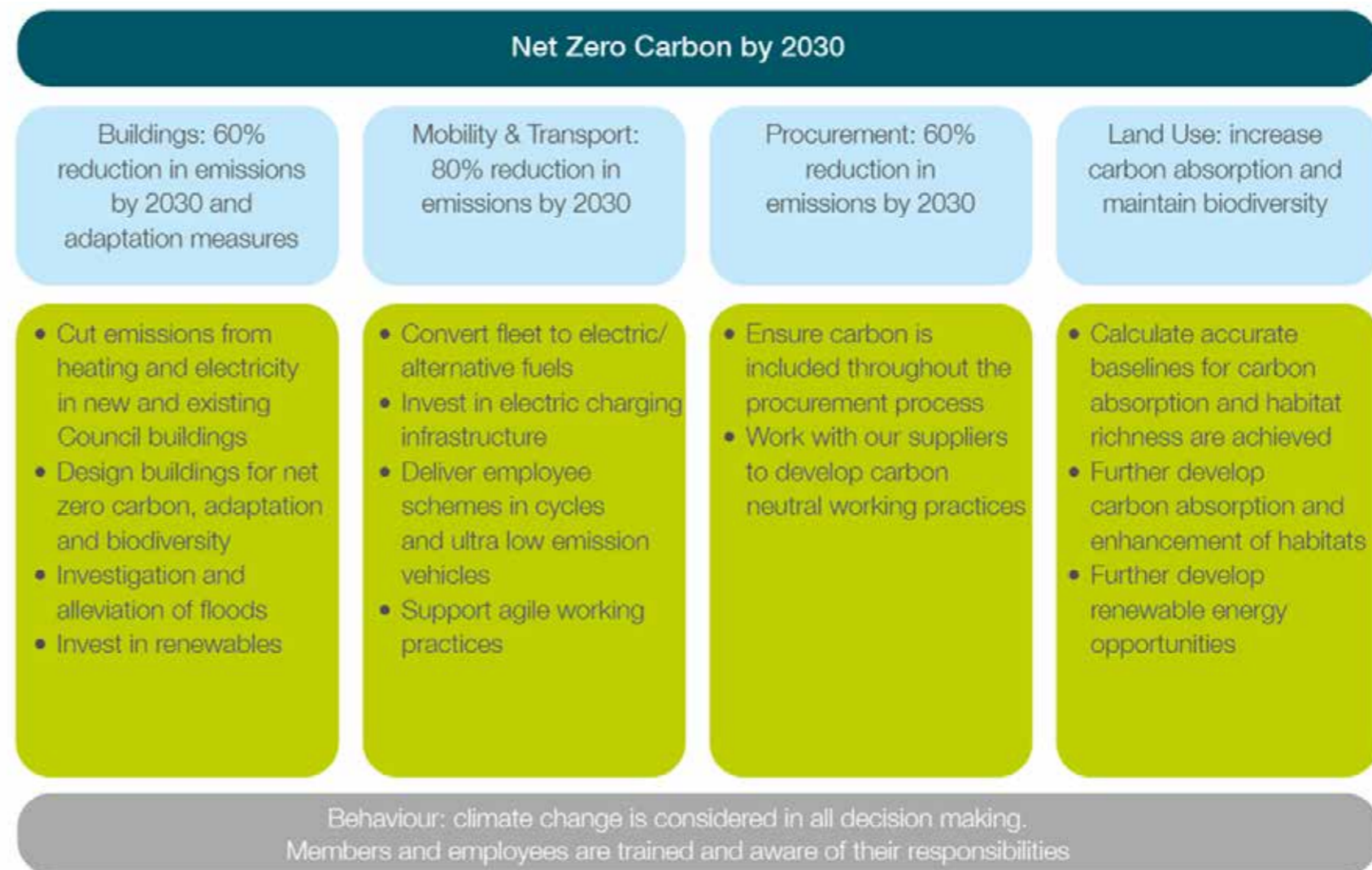
The climate is changing and while it has always changed through natural environmental processes, it is now widely accepted that human activity is affecting the climate on a scale that is having detrimental effects on all living things. The Paris Climate Change Agreement 2015 recognised the need to accelerate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



The Council supports the declarations made by Welsh Government for the Public Sector to become carbon neutral by 2030. In December 2019, 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 within this climate change strategy 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.



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 five 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.

Key quality housing facts 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.”

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 Council Plan, Portfolio Business Plans, and other corporate strategies and how they will be managed within the limited capital resources available.
- 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.

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

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

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

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

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

The main planning challenges identified are:

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

- Sustainable and cohesive communities, recognising the role and function of our urban area, market towns, villages, and rural hamlets within the sustainable settlement hierarchy, and the relationships between them.
- Improved transport infrastructure and facilities which offer improved modal choice and accessibility to communities.
- The protection and enhancement of our natural, built, and historic environment, its character, quality and diversity, and local distinctiveness.
- Opportunities for the people in our communities to lead active, healthy, safe and secure lives.

“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.

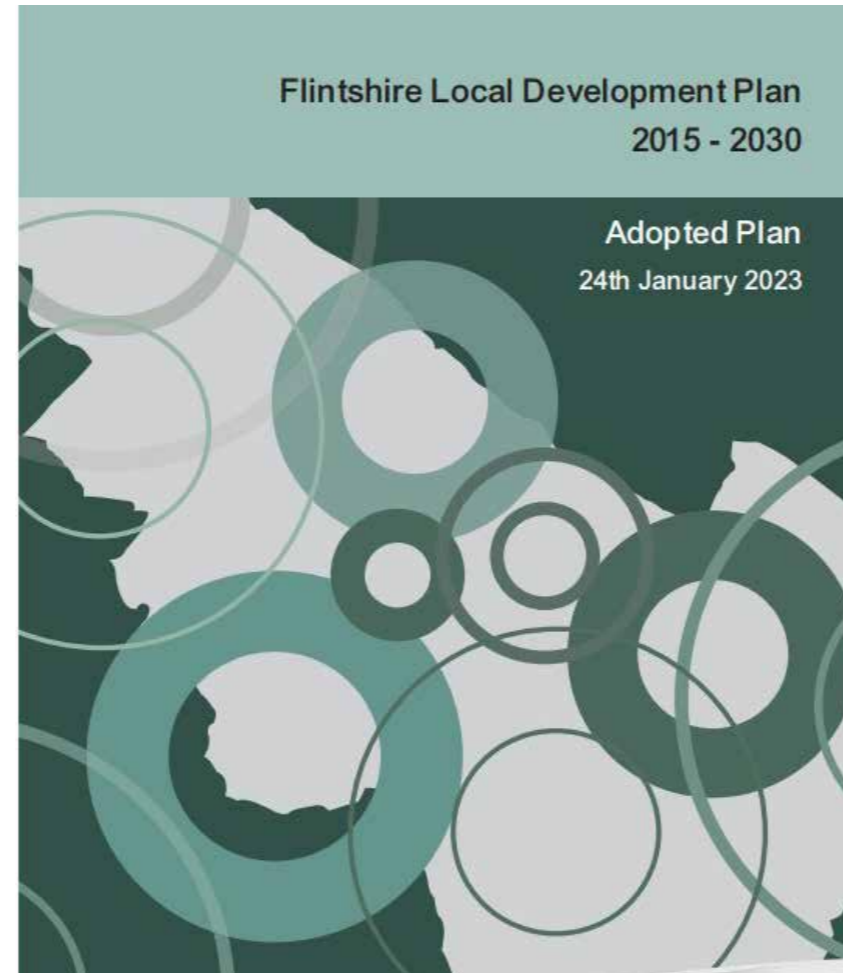
Safeguarding the Environment

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;

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 – Parade Hawarden Holywell – Holway Hope Mostyn – Maes Pennant Mynydd Isa – The Square Penyffordd / Penymynydd Shotton – Aston Park Road Shotton – Central Drive

Some Place-based specific policies to outline include:

STR9: Retail Centres and Development

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

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

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

COMMUNITY AND ECONOMIC PROFILE



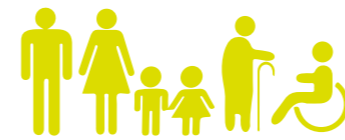
Population

1,900 live in Queensferry Community
(Census 2021)



Crime

According to Crime Stats UK, Queensferry ranked 24th out of 31 towns within a 5-mile radius for total crime and crime rate in December 2024. The most commonly reported crimes were anti-social behaviour (84 incidents) and violent crime (96 incidents), recorded over a 12-month period



Age Distribution

Queensferry exhibits a lower than average younger population, some 2 percentage points below the Welsh average for people between 10 to 19 years of age. It then starts to climb above the Welsh average for people aged between 25 to 35, with 8.9% of the population aged between 30 to 40. It tends to track the Welsh average, although marginally higher for those aged between 40 to 60, but then starts to taper off, with 4.6% of the population aged 65 to 69 compared to the Welsh average of 5.7%. From here on, Queensferry shows a 0.5% reduction in those from retirement age to 84.

These figures show that the community is probably not attractive to younger families, with them tending to be in larger communities with a primary school nearby.

As a place that is close to Deeside employment, the working age of 25 to 60 is higher than all Wales figures, with the community not exhibiting a significant elderly population possibly linked to life expectancy or people entering into care in other places.



Occupations

The occupational profile for Queensferry is weighted towards skilled trades (14%), process/plant and machinery (20.7%) and elementary occupations (18%), with residents tending to have less representation in managerial and director roles (7.65%) and professional occupations (8.6%) compared to the all Wales averages at 10.5% and 18.2% respectively.



Housing

The proportion of household homeownership in Queensferry is 5.5 percentage points less than the Welsh average at 32.5% with 26.1% of the community privately renting or living rent free, some 9 percentage points above all Wales figures. There are less people socially renting which is due to there being fewer social landlords in the town.



Economic Activity

The proportion of economically active people (excl students) in Queensferry (62%) appears to be considerably higher than that of Wales (53.5%). Queensferry has an average rate of individuals unemployed at 3.2%, with 13% of the community economically inactive.



Qualifications

The proportion of Queensferry residents with no qualifications is 29%, nearly 10 percentage points higher than the Welsh average. The community tends to be aligned to all Wales figures for Level 1, 2 and 3 qualifications at 39.6%, with a higher proportion of the workforce gaining apprenticeships at 7.2%, which has a strong association to its manufacturing employment base. 19.6% of residents are qualified at Level 4 qualifications and above, some 11.9 percentage points less than the national average.



Travel

58% of the Queensferry population travel less than 10km to work, which is 21.7% more than the Welsh average. This reflects the close proximity of major employers located in Deeside, all within a 15-minute drive. Residents are less likely than the national average to travel between 10km and 30m, and over 30km, to their workplace. Only 13.2% work from home, which is almost half the Welsh average at 25.6%. This suggests a strong local employment base, dominated by manufacturing, distribution, and large service-sector employers. These sectors tend to employ more people in process, plant and machinery operative roles, which are typically location-based rather than remote.



Vehicle

The proportion of households without a car in Queensferry (21.3%) is slightly higher than in Wales (19.4%). There is a higher than average access to 1 car/van per household (44.3) compared to the Welsh average (41.7%) with residents tending to not have 2 cars or vans in their household compared to all Wales figures. This may be associated with there being less single family households in the community and more of a propensity for 1 to 2 bedroom homes.



Health

Queensferry residents are less likely to rate their health as “very good” compared to the Welsh average, but are more likely to describe it as “good” or “fair”, with figures between 2.8 and 3.8 percentage points higher than the all-Wales average.



Language

Queensferry residents are significantly less fluent in Reading, Speaking and Writing Welsh (8%) than the general Welsh population (20%), with 88.6% having no skills in Welsh at all.

Mix of Uses and Activities

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

Queensferry has 80 commercial units within its district centre boundary. Most of these are located on the B5441 or B5129. Due to its location off the B5129 and proximity to the A449, A550 and A55 North Wales Expressway, Queensferry is convenient to pop into, which has resulted in a number of cafés, takeaways and convenience type stores trading.

The only physical unit outside of the B5129 is the large Asda supermarket, which also houses a McDonalds, Timpsons, George Clothing, an IMO car wash and a petrol filling station. This is separated from the core part of the District Centre’s shops and services by the B5129, which is a significant highway junction.

Across from Asda, the District Centre’s shops and services are centred around the B5441. Larger format units, such as motor repair garages and a bed and homeware store, are on the edges, with most of the commercial units being either single or double frontages and all two storeys in height. Behind the main shopping area, a medical centre is found, along with a redundant telephone exchange building and chapel hall. Residential terraces are nearby with on street parking.

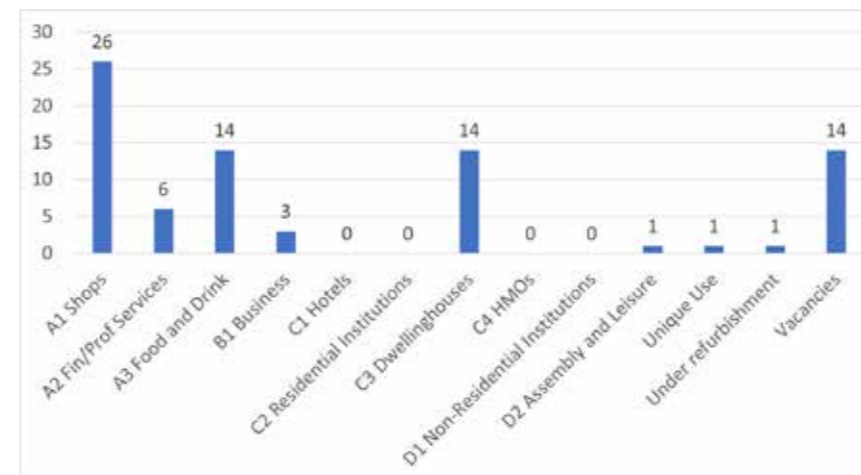


Figure 1 - Breakdown of Town Centre Uses by Use Class

Figure 2 and Figure 3 (overleaf) illustrate that Queensferry is similar to Shotton, Holywell and other UK towns with having a predominantly service-led offer (29%) with health and beauty, takeaways and other professional services located within the district centre. There is also a hair and beauty training academy, Kings Academy, which has relocated from an upper floor space to a larger ground floor unit replacing a former kitchen design shop. Most of the businesses are local with the only nationals being in the takeaway offering with KFC and Dominos, as well as the Spar convenience store. The district centre no longer hosts any national banks or building societies, and there is evidence that several former bank buildings have since been repurposed.

The food and drink offer is centred around a number of cafés, which showed good custom at the time of our survey with the Old Bank café and the Ferry Diner

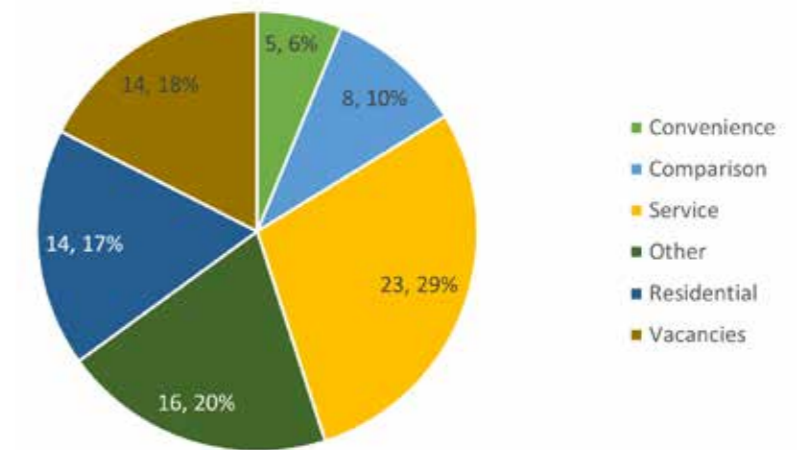


Figure 2 - Breakdown of Town Centre Uses by Segment

being popular. These uses tend to animate their street frontages with tables and chairs and draw attention from passing traffic. Takeaways are dominant in the street with burger, Indian, Chinese, kebab, pizza, and more. The restaurant scene centres around Indian and Chinese cuisine. There is no public house within the District Centre and no real sense of places to meet within the evening time.

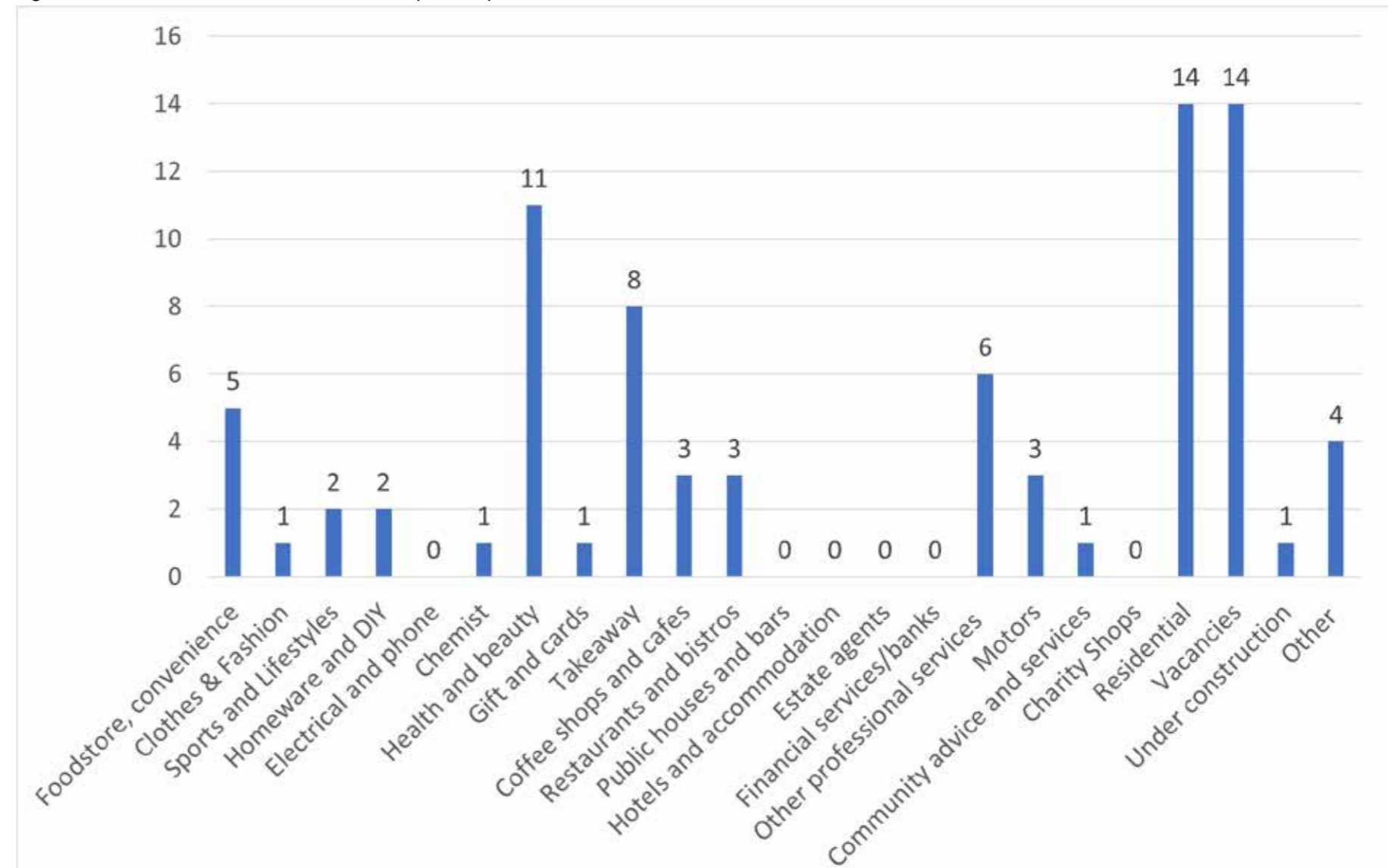
The convenience offer is represented by a number of convenience stores along the street such as a Spar and an eastern European delicatessen.

The non-food offer presents itself with a number of destination businesses that likely draws people from outside of the Queensferry area. These include Queensferry Sportswear, Deeside Vinyl (records), wedding dress fitters (Little Dress Co) and Gemini Blinds and Awnings.

A number of professional services are also found in Queensferry including accountancy, visa permits, recruitment agencies and a funeral directors. Two motor repair garages also front onto the B5441 providing easy access for MOT and mechanical work. There are fourteen residential properties, which are terraced and tend to be on the north eastern corner of the district centre.

The vacancy rate in Queensferry of 18% is higher than the national average (14%) with unoccupied properties tending to be spread along the B5129 frontage. Vacant units tend to be larger in size and disrupt some of the active frontages. There is also an issue with a significant number of solid external security shutters that give poor first impressions and a confused message as to whether the business is active or not. This is a key challenge for Queensferry.

Figure 3 - Breakdown of Town Centre Uses by Activity



Source: Chris Jones Regeneration

STREET FRONTAGE ANALYSIS

Station Road (B5441) serves as a vital commercial and residential corridor. The street's frontage is characterised by a mix of retail establishments, service providers, and residential units.

The quality of the street frontage varies across the length of the street.

The higher quality frontage is situated on the right hand side of the street where a number of historic buildings have been repurposed for local uses/ services.

The quality of the frontages drops off towards the southern end of the street where there are a range of rundown takeaway units with grey shutter doors.

- Strong Frontage
- Medium Frontage
- Poor Frontage



SUMMARY OF 'GIVE MY VIEW'

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

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

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

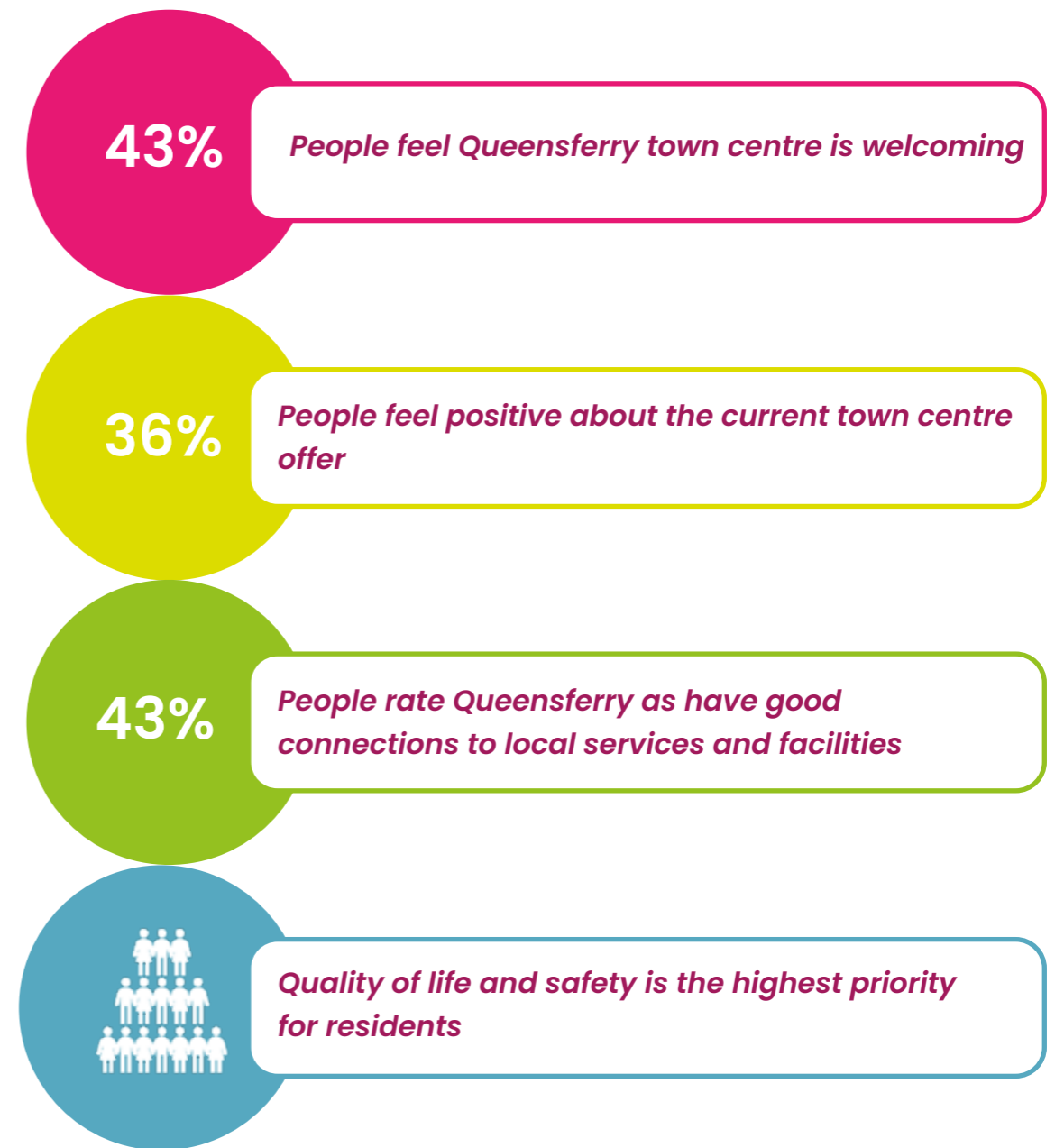
The social media campaign was most effective with more mature audiences, with those over the age of 65 showing the highest degree of engagement, closely followed by those between 55 and 64. Facebook was the most successful platform with Instagram coming in second.



One positive word for Queensferry town centre now



One negative word for Queensferry town centre now



The top improvements to make in Queensferry are:

- Cleanliness – 46%
- Parking – 35%
- Vacant premises – 28%
- Services – 26%
- More greenery – 27%
- Community activity – 12%
- Accessibility – 6%

Top 3 reasons for visiting Queensferry town centre are:

- Grocery shopping – 59%
- Services – 46%
- To work – 14%

What are the top 5 things for future investment?

- Retail opportunities – 55%
- Building improvements – 45%
- Health and well-being – 40%
- Environmental issues – 33%
- Access and transport – 30%

How often do people visit Queensferry town centre?

- Every day – 20%
- Multiple times a week – 26%
- Multiple times a week – 17%
- Rarely – 15%
- Once a week – 14%
- Once a month – 9%

How do people get to Queensferry town centre?

- Car – 83%
- Walk – 34%
- Bus – 7%
- Cycle – 5%
- Community transport – 2%

What time of day do people visit?

- Morning – 35%
- Lunch – 11%
- Afternoon – 31%
- Evenings – 26%
- At night – 3%
- All day – 11%

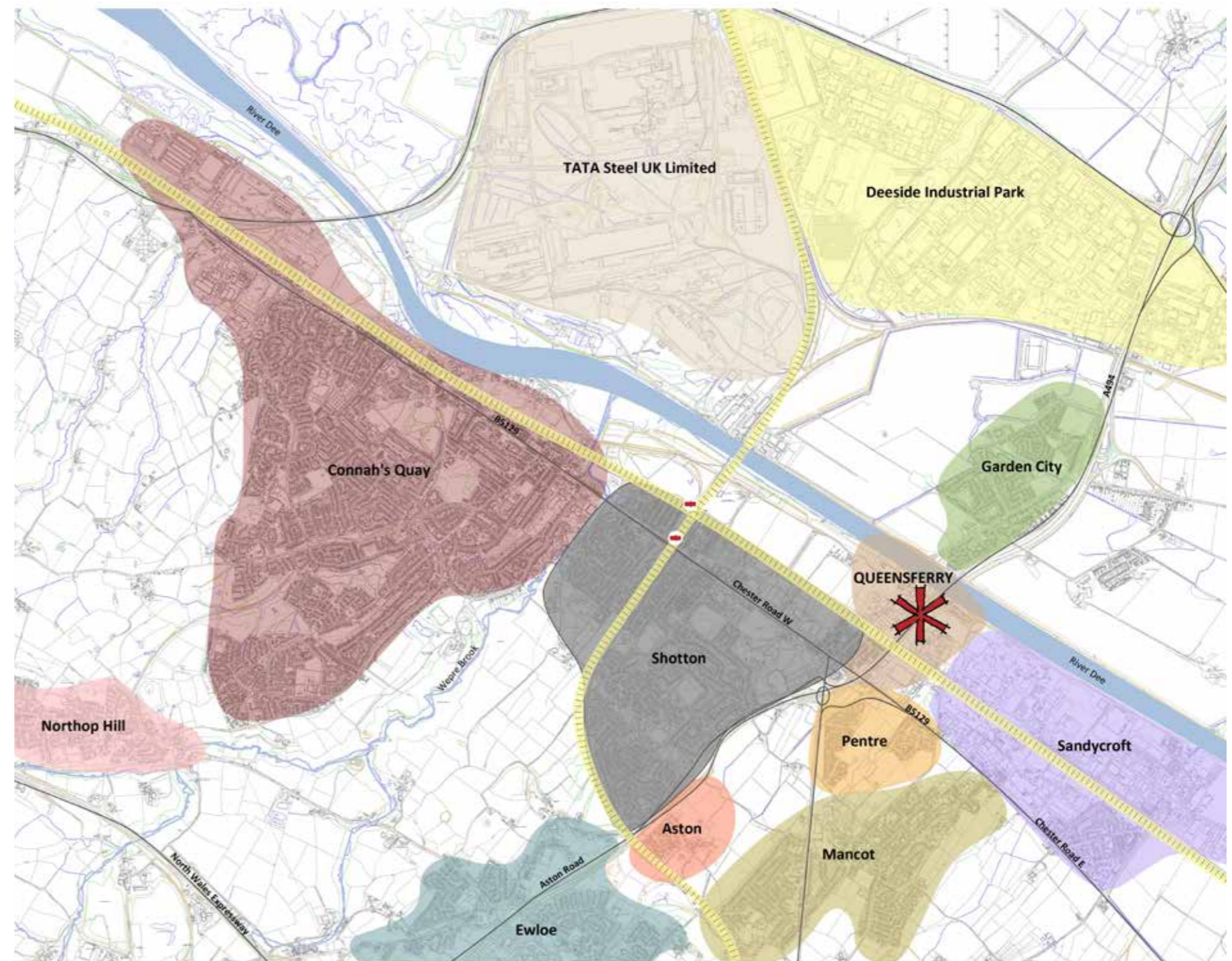
How long do people stay?

- I'm in and out – 76%
- I spend a few hours – 10%
- Stay for most of the day – 7%
- I don't visit often – 7%

PLACE- LOCATION AND SETTING

Queensferry is a town and community located in Flintshire, North Wales. It's situated near the River Dee estuary and lies to the southeast of the city of Chester, England.

Queensferry is not a standalone town. It forms part of the wider community of Deeside, which includes other towns like Shotton and Connah's Quay making it a region that blends residential, industrial, and commercial developments. The towns are linked together through a strong road and rail network. The areas have existing pedestrian and cycle routes, which have opportunity for improvement to provide stronger connections by foot/cycle.



MOVEMENT

Queensferry is well-connected through a network of major roads facilitating efficient travel within the region.

The A494 serves as a primary route through Queensferry, connecting the town to key destinations.

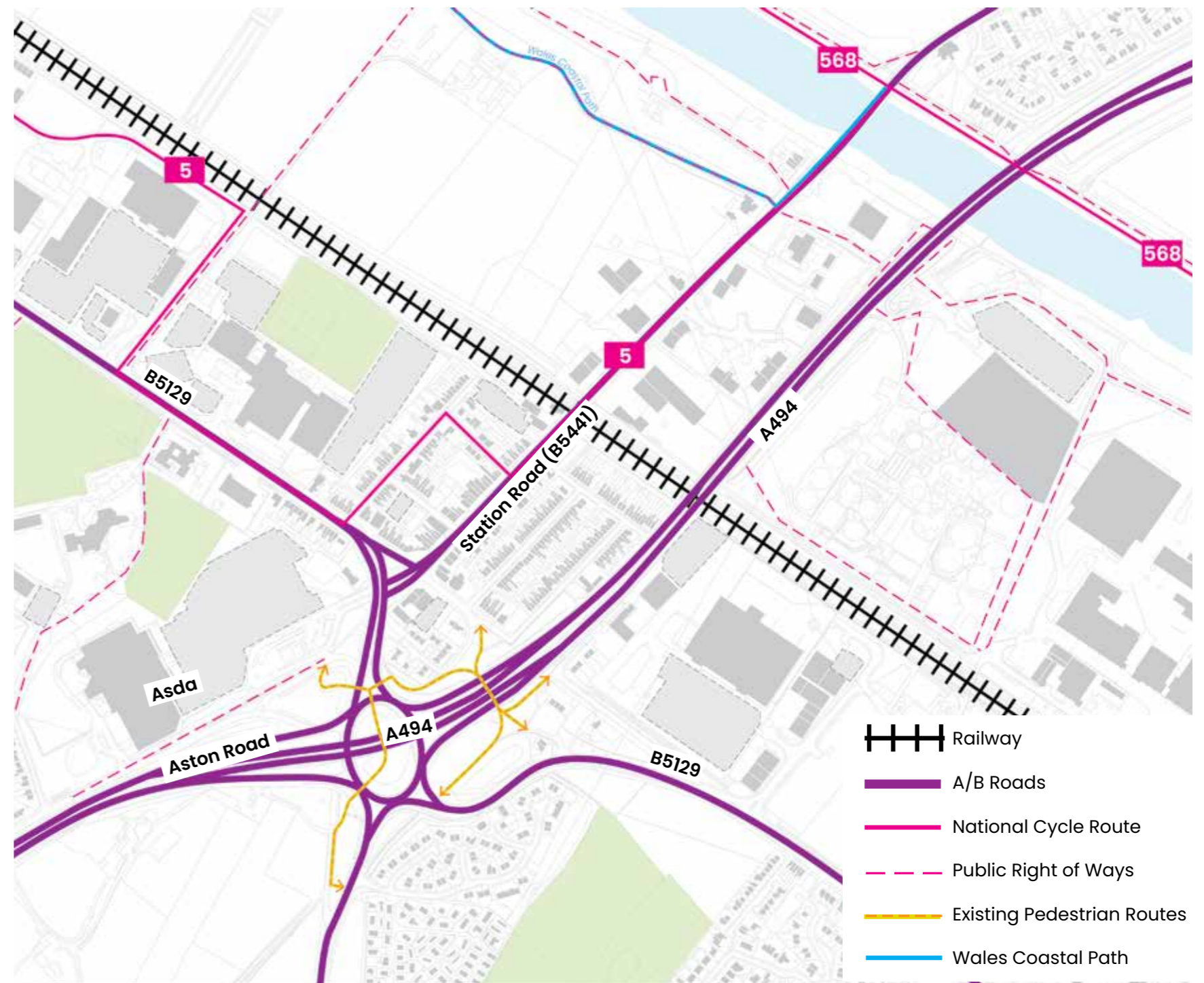
Queensferry is also served by the B5441 and B5129 roads, which provide access to surrounding areas contributing to the local road network.

The town benefits from being in close proximity to several railway stations, including Shotton and Hawarden Bridge, which are served by the Borderlands Line and the North Wales Coast Line.

Queensferry offers a network of public rights of ways that provide access to scenic landscapes and recreational opportunities.

National Cycle Network (NCN) Route 5 is known as the North Wales Coast Route which stretches from Chester to Holyhead.

The Wales Coast Path runs alongside the River Dee past the town. This recreational route is accessible from the town through a few key routes under the northern railway line.



LOCAL ASSETS












Queensferry has a number of local assets that benefit to the local community.

The town features various residential neighbourhoods, while accommodating several industrial estates and retail establishments, including the Deeside Retail Park, Asda foodstore and Leisure Centre.

A number of primary schools are situated around Queensferry within walking distance of the local community.

A number of sports and recreational grounds are situated throughout Queensferry. Higher Shotton Sports & Community Centre offer a range of sports clubs for local people. A number of informal recreation grounds are situated throughout the town placing green and active spaces within easy reach of all residents.

Overall, Queensferry has a blend of residential, industrial, and recreational land uses, supported by a range of amenities that cater to the needs of the community.

- | | |
|--|--|
|  Supermarket |  Main High Street |
|  Education |  Industrial |
|  Businesses |  Place of Worship |
|  Leisure |  Medical |
|  Fire Station |  Listed Building |
|  Community | |



Deeside Leisure Centre



Queensferry CP School



Bascule Bridge



War Memorial Institute



Former Willans & Robinson Factory

GATEWAY TO QUEENSFERRY

- 1 The entrance suffers from green spaces that lack purpose, which detract from the appearance and leave a negative impression on both locals and visitors.
- 2 Lack of clear signage to key destinations (town centre) as you approach Queensferry from the B5129.
- 3 The over use of railings and space provided for vehicles effects the aesthetic quality of the gateway entrance, creating an unwelcoming sense of arrival for non-motorists to the area.
- 4 The gateway lacks well-designed crossings and bike lanes making the area less accessible for pedestrians and cyclists.
- 5 The entrance lacks the history and character of Queensferry, leading to a lack of cohesion in the town’s visual identity.
- 6 The B5129 entrance feels disconnected from the rest of Queensferry and its natural surroundings (such as housing estates and local facilities) creating a sense of disjointedness.
- 7 Heavily highway dominated space.



URBAN GRAIN - CROSSING THE ROAD

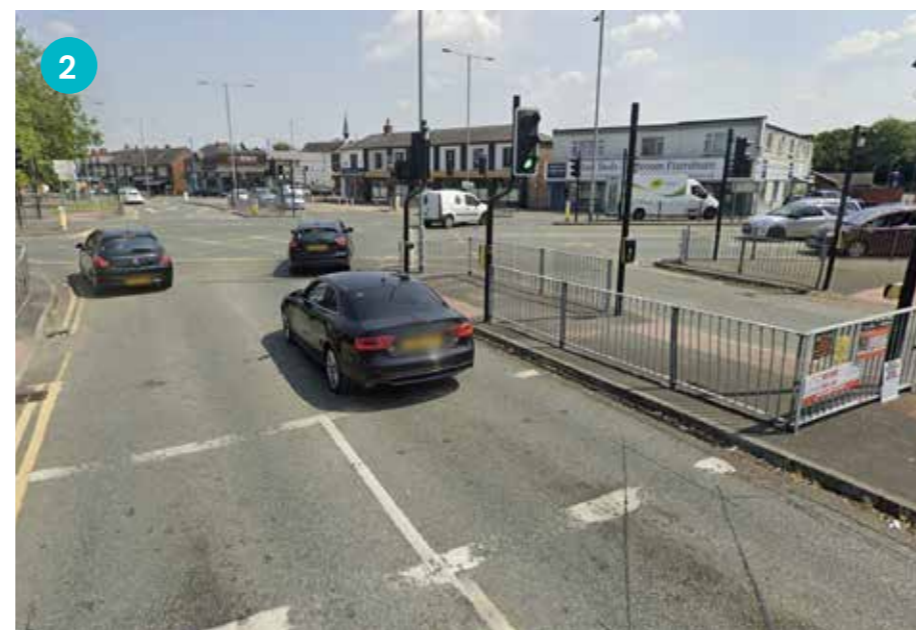
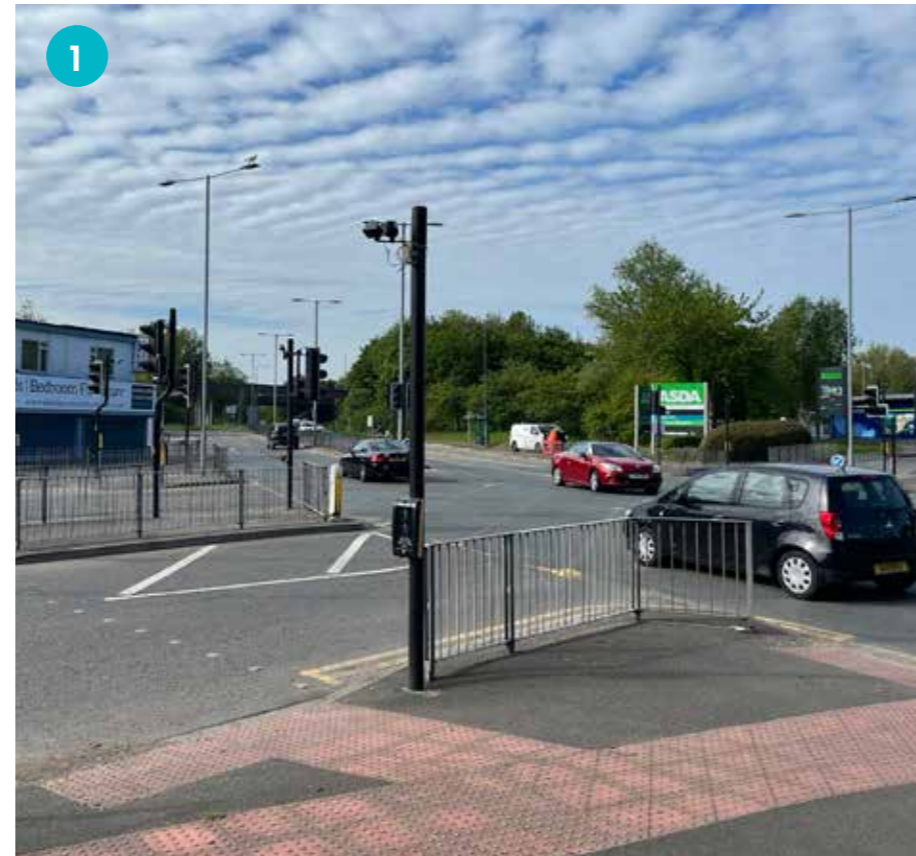
The town centre of Queensferry provides a compact urban grain. The buildings are closely spaced, and there is a relatively high density. This contributes to a walkable environment where services, shops, and residences are in close proximity.

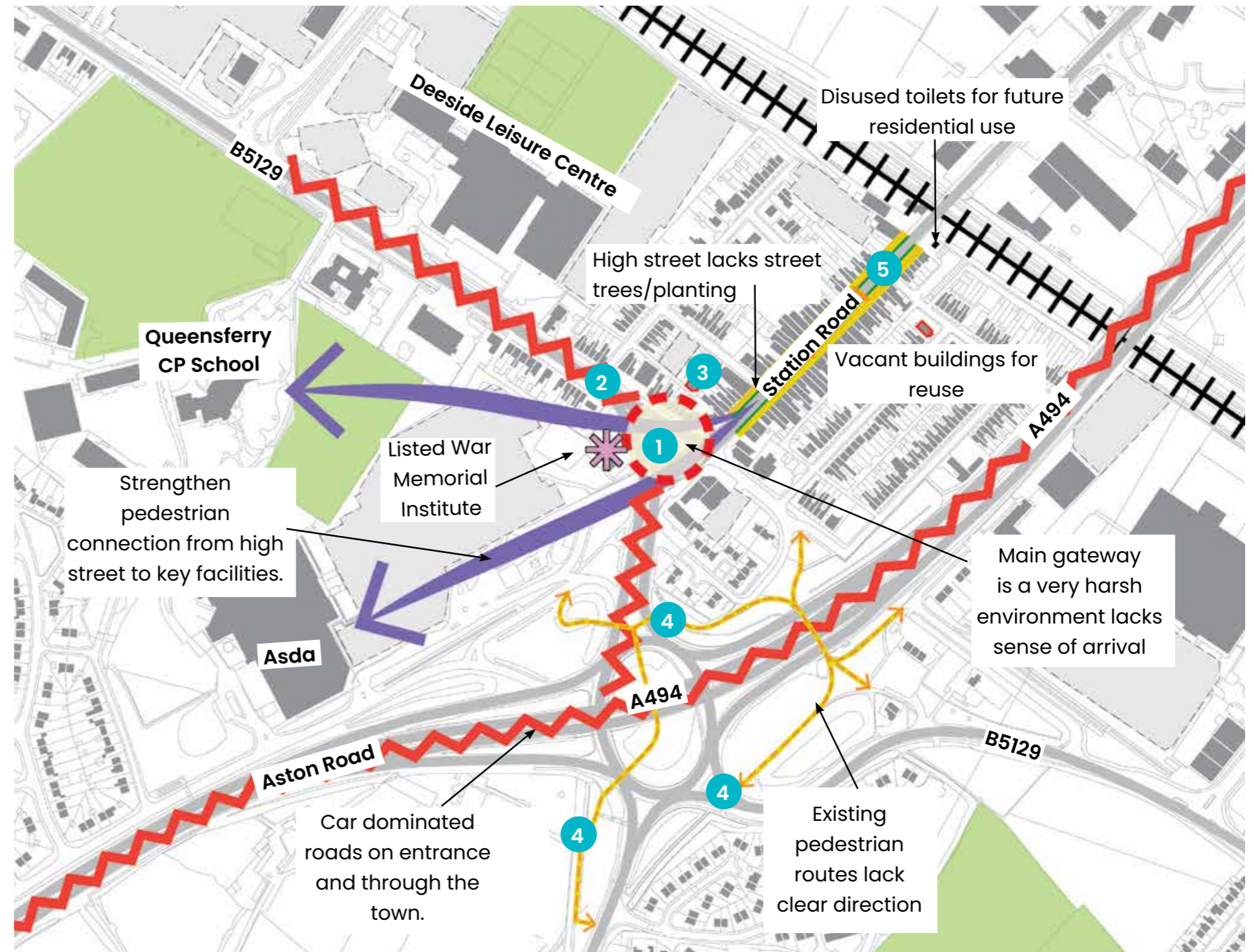
The urban grain becomes less enclosed and more dispersed towards the western part of the town causing key buildings to be disconnected from the town centre high street.



OPPORTUNITIES AND CONSTRAINTS

- 1 Poor gateway arrival into Queensferry. Improving the gateway experience could involve enhancing signage, improving roads and walkways, or creating a more welcoming entry with public art or greenery. The goal would be to make visitors feel more welcomed and connected to the town from the moment they arrive.
- 2 Improving pedestrian crossings on the B5219 to better link high street with key facilities. Enhancing pedestrian crossings will improve safety and accessibility and prioritise pedestrian movement within a high vehicle movement area.
- 3 Repurposing empty or unused buildings to revitalise the area.
- 4 Strengthening existing pedestrian connections by foot/cycle. Improving walking/cycling paths between key destinations is a great way to encourage more sustainable transportation and help better connect the dispersed urban grain of the town.
- 5 Increasing planting along station road high street would help soften the street environment, making it more inviting and safer for pedestrians and cyclists.














TOWN CENTRE ANALYSIS

Station Road is a central thoroughfare running through Queensferry. The road is lined with a variety of residential and commercial businesses, including retail shops, dining establishments, and service providers, contributing to the area's vibrant community atmosphere.

Station Road is a vital part of Queensferry, reflecting the town's rich history while serving as a hub for local commerce and community life.

-  Café Spill out space
-  Commercial units
-  Reuse of heritage buildings
-  Residential
-  Derelict buildings
-  Car Parks
-  Good quality building
-  Pedestrian space
-  Health Centre
-  Pedestrian crossing points
-  Planters



SWOT ANALYSIS PLACE

- Well connected to Deeside and the A55/North Wales Expressway.
- A number of train stations are nearby that service the Borderlands and North Wales line.
- Access to River Dee and to national walking and cycling routes.
- B5441 links into major residential development in Garden City and other neighbouring schemes.
- Some sports, recreational and play/park spaces are within 10 minutes' walk of the town centre.
- The town centre feels compact and accessible.
- Queensferry has a "neighbourhood" character and identity.
- Town centre feels convenient and a pop in place as well as a traditional café culture.
- Non retail amenities include a medical centre.
- Terraced streets add to character and provide a close community.
- Town centre shares UK trend in service led offer with health and beauty, takeaways and other professional services.
- Food and drink is centred around cafés with a good reputation and quality of service, adding to street animation.
- People feel the town centre is welcoming.
- People rate the town centre as having good connections to local services and facilities.
- Pedestrian and cycle routes are close to the town centre.
- On street parking provides opportunities for pop in shopping from 'passing through' customers.
- Generally, footpaths are wide allowing good amount of space for pedestrian / shoppers whilst also providing opportunities for traders to spill out into the street.
- Compact 'high street' feels local and of a human scale.
- Underlying building fabric has heritage with some interesting and good quality detailing.

STRENGTHS

WEAKNESSES

- The Asda supermarket is divorced from the town centre by the B5129 and doesn't engage with the sense of place of Queensferry.
- Large format units are more prone to being unoccupied.
- Some derelict buildings such as public toilets, old BT exchange and church hall – add to some malaise in the place.
- No national banks or building societies within the town centre.
- Take-away culture with some businesses not contributing positively to the street scene.
- No place to meet in the evening – no public house, bar or restaurant.
- Higher vacancy rate (18%) compared to UK average of 14%.
- Vacant units larger in size and tend to disrupt active frontages.
- Dominance of security shutters, not giving positive first impressions.
- Gateway into the town, near Asda, is very highway dominant: not a pleasant environment for pedestrians and cyclists dominated by traffic and highway paraphernalia.
- Inconsistency of approach to shopfronts with a mix of both good and poor quality.
- The stainless steel planters are more steel than plants and, in their current state, do little to enhance the green infrastructure of the place.
- Station Road can be difficult to cross due to traffic volume and speed.
- Historic built fabric of the place has been diluted over time through poor quality interventions.
- 'Placekeeping': general upkeep of the streetscape – e.g. overflowing cigarette bins.
- Utilitarian gateway railway bridge signage: LOW BRIDGE together with sales hoarding type signs create poor eastern gateway.

- Hair and beauty academy could become a key generator of activity.
- Some established and emerging destination businesses e.g. sports shop, records, blinds and awnings.
- Quality of life and safety is highest priority for residents.
- Street cleanliness is an area for improvement.
- Refurbish / demolish / re imagine existing derelict buildings and sites just off the main street.
- Better respect the built heritage through improved shopfronts helping to create overarching consistency whilst still allowing for personalisation - re-establish and 'show off' the historic built fabric of the place.
- Create better opportunities for dwell within the streetscape: pleasant and attractive pocket seating and resting areas.
- Encourage more traders to see the streetscape as an outdoor extension to their business: seating and outdoor displays.
- Improve eastern gateway at railway bridge.
- Improve the green infrastructure of the street: landscape, biodiversity, drainage, climate change, shade and to help define places to dwell.
- Explore opportunities to better define street crossing opportunities for pedestrian - crossing 'announcements' along the length of the street.
- Explore opportunity to work with Asda or leisure centre to promote combined / linked trips.

OPPORTUNITIES

THREATS

- Rising traffic volumes impacting on environmental quality.
- Climate change and resultant flood risk.
- Other competing centres.
- UK trends in shopping activity.
- Shopping opportunities in nearby Shotton.
- Nationals such as Starbucks at Asda and the potential proposed Greggs threaten smaller independents.

SWOT ANALYSIS PEOPLE

- It has good representation in the 25 and 35 age group, which is a result of nearby Deeside employment.
- Workforce tends to be in more skilled trades, process/plant and machinery linked to manufacturing on Deeside.
- Town and catchment are ranked 24 out of 31 for crime rate (December 2024).
- Close travel to work pattern with 58% travelling less than 10 km to work due to pull of Deeside employment.
- 39.6% of residents have Level 1, 2 and 3 qualifications.
- Strong apprenticeship base within the area.
- High levels of Level 4 qualifications at 19.6%.
- Residents rate their health as some 2.8 and 3.8 percentage points above the Welsh average.
- Community is more economically active than the Welsh average at 60.2%.
- Unemployment is less than Welsh average at 3.9%.

STRENGTHS

WEAKNESSES

- Older population less represented (4.6%) than the Welsh average of 5.7%
- Community feels less attractive to younger families.
- Less representation in managerial and director roles.
- Residents less fluent in reading, speaking and writing Welsh.
- Less home ownership with residents more likely to privately rent.
- Fewer social landlords in Queensferry area.
- Main areas of crime are anti-social behaviour and violent crime.
- Proportion of residents without a car is slightly higher than Welsh average at 21.3%.
- Residents tend to own one car likely due to there being less single family households.
- Only 13.2% work from home which is half the Welsh average.
- Queensferry residents are 10% above Welsh average for having no qualifications.

- Deeside employment area has some higher value jobs that can benefit Queensferry town centre shops and services such as cafés.
- Local employers are providing apprenticeship and traineeship opportunities.
- Link economic activity into local shops and services.
- Role of public transport with lower car ownership in community.

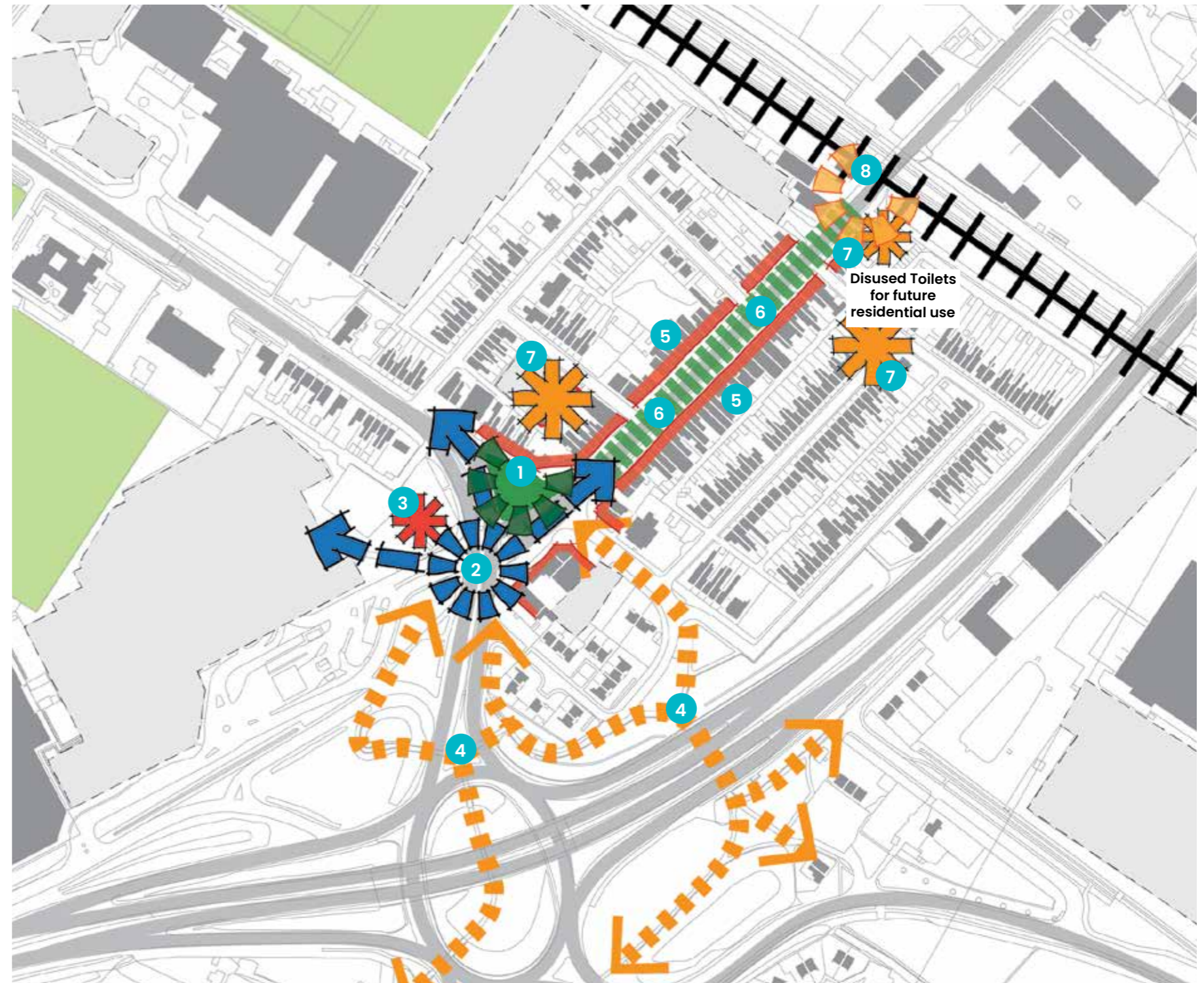
OPPORTUNITIES

THREATS

- Branch plant industries on Deeside – need to watch global economic pressures.
- Need for large employers to embrace research and development and innovation in technology, otherwise fall behind competitors.
- Cost of living crisis within Deeside communities.

OPPORTUNITIES FRAMEWORK

- 1 The main junction into Queensferry offers a poor first impression of the town. Opportunity exists to enhance the existing greenspace into a bold “Welcome to Queensferry” gateway.
- 2 The main junction can be difficult to cross and has a poor pedestrian environment. Improvements to the junction can create better pedestrian and cycle links between Station Road and other key local assets.
- 3 The listed War Memorial Institute should be situated in a high quality environment that compliments the status of the building.
- 4 Better wayfinding would help to enhance links to the surrounding pedestrian/cycle routes into and out of Queensferry.
- 5 Opportunity to unify Station Road through a unified and high quality shop frontage design code.
- 6 Opportunity to enhance Station Road into a more pedestrian friendly street, through landscaping, places to dwell and more crossing points.
- 7 The re-use and re-development of derelict buildings to bring them back to life.
- 8 Public art and lighting can be used to enhance the underpass and create an eastern gateway into the town.





05:
**BUILDING ON ITS
FOUNDATION**

EMERGING FOCUS/THEMES

NEED/EVIDENCE

The highway network is centred around strategic roads into Deeside, with highway junctions at the A494 and B5129 of significant scale, and that results in Queensferry town centre feeling severed and traffic dominated.

EMERGING FOCUS/THEME

Announcement and Identity from the A494 and B5129

Improving the visibility and identity of Queensferry town centre at the junction of the A494 and B5129 presents a significant challenge due to the scale and complexity of the highway infrastructure. However, there is a clear need to better announce the town centre before the junction and along Station Road, helping to create a safer, more welcoming environment for pedestrians and cyclists.

This could be achieved through enhanced and bespoke signage, carriageway treatments (including central reservations), and features that provide a stronger sense of arrival. Maintaining green spaces will also be important, offering an opportunity to introduce public artwork that reflects local heritage and fosters a sense of community



NEED/EVIDENCE

Whilst Queensferry, compared to other Deeside town centres, appears to be cleaner and cared for, some street furniture, pedestrian guard railings and other items need to be enhanced. Pavements are generally wide and in good condition but there is a need to manage licensing and coordinate street activity.

EMERGING FOCUS/THEME

Place Management

To review how the place is managed from arrival and how street furniture works with accessibility improvements, commercial frontages and the overall identity of the place.

Colours and materials need to work with the palette and design code of buildings and also green infrastructure opportunities in terms of bus stops, areas of dwell and use of tree planting/soft landscaping.



NEED/EVIDENCE

Due to traffic accessing Deeside, Station Road is busy at peak times, with a constant flow of vehicles. Due to the length of the street, it can be difficult to cross even with a controlled crossing further down as well as some uncontrolled courtesy crossings. The pedestrian does not feel they can cross due to traffic volume and speed. The need to announce to vehicle drivers they are in a town centre and pedestrians are moving in and around.

EMERGING FOCUS/THEME

Accessibility within the street

From the point of arrival at both ends of Station Road, there is a clear need to improve accessibility by extending and enhancing crossing points within the carriageway. These improvements should aim to naturally slow vehicle speeds, thereby increasing pedestrian safety and creating more opportunities for safe crossing from either side.

Additionally, there is an important opportunity to declutter the street environment, removing unnecessary street furniture, signage, or obstructions, to open up space that can better support local businesses. A cleaner, more streamlined street layout would not only improve visual appeal but also make access easier and more inclusive for all users, including those with mobility challenges.



NEED/EVIDENCE

The town centre has an 18% vacancy rate with some of the larger units being unoccupied, in addition to some smaller premises also being vacant. These do not positively contribute to the street scene along Station Road, with some existing businesses having a poor interaction with the street, disrupting the overall experience. There is evidence of some investment through building improvement scheme support but this needs to be widened.

EMERGING FOCUS/THEME

Quality of street scene and frontages

The building character in Station Road is piecemeal and does not present a unified design code. This needs addressing with landlords and tenants and in coordination with public realm frontages so that the town centre presents a more coherent identity.

Some key bookend buildings need to be addressed as well as some intermediate buildings that detract from the higher quality premises.



NEED/EVIDENCE

There are a number of buildings that are redundant close to the town centre, including the former public toilets, the church hall (Dundas Street) and BT/GPO exchange building (Pierce Street) that bring down the quality of the town centre and neighbourhood.

EMERGING FOCUS/THEME

Reuse of redundant buildings

A review of the toilet block building has been undertaken by the County Council. A scheme for residential is currently being explored.

The former Church Hall is privately owned but occupies a key street corner with a need to contribute in a more positive way to neighbouring residential properties.

The former BT/GPO building is a significant challenge due to ownership with a need to understand the position of the building owner within this residential street.

Community artwork could be an interim solution for some of these buildings that could bring colour and a sense of pride to them.



STRATEGIC VISION, AIMS & OBJECTIVES



Vision

Queensferry – a place to pop into for its friendly shops, cafés and local services, close to its community and at the heart of Deeside, its river and industries.



Key Aims

To enhance the Queensferry identity, from the A494 and B5129, that projects a warm community welcome and makes the highway environment more street based and people friendly.

To make Station Road more accessible as a “street”, where vehicles feel they are entering a people-centred environment.

To create a more coherent streetscene that builds diversity, activity and presents a unified independent experience and neighbourhood that appeals to passing traffic and visitors.

To coordinate the management of the civic realm that ensures clean, safe and active street life, daytime and evening.





Objectives

Develop a less vehicle dominated gateway off the A494 that addresses the main carriageway, landscaping, announcement of Queensferry and stronger physical linkages across the B5129.

Enhance Station Road by using street-based design principles that enhance opportunities for pedestrian movement and dwell and visually brings the public realm into the street view.

Find ways of bringing under-used and vacant buildings and spaces into the Queensferry experience that meets commercial, community and residential needs.



Enhance properties along Station Road through a local design code that forms part of a local identity, palette and materials, thereby presenting a diverse and active independent business scene.

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



A Welcoming Queensferry – Making a Strong First Impression



Celebrating Queensferry's History and Character



Taking Pride in Public Spaces



A Street Full of Activity



Tackling Disused Sites and Buildings

People Opportunities



Growing a Greener Queensferry



Celebrating Local Life and Community Spirit



A Place for Learning and Skills Development

A WELCOMING QUEENSFERRY – MAKING A STRONG FIRST IMPRESSION

The approach off the A494 and into Queensferry along the B5129 offers a poor first impression of the town. It is overly car dominated, constrained by barriers and does very little to announce your arrival at Queensferry. The area should become a true gateway and arrival point, not just for Queensferry but for the wider area. The junction could be redesigned to allow for more greenspace and trees, which could help enclose and soften the harsh urban environment. Public art, signage and gateway features should announce “Welcome to Queensferry” and link to the history and identity of the town and wider area.

Arrival into the high street from the east is under the railway bridge, with its low bridge sign and advertising hoardings. This functional and non-descript bridge does not create a positive experience of entering the town. Expressive signage, artworks and lighting could help transform this bridge into an exciting and memorable gateway into the town.

The town links into the Welsh Coast Path and National Cycle Routes. Wayfinding signage at the key gateways into the town could help draw people into the high street and increase footfall. Well-maintained foot and cycle paths, clear wayfinding signage, points of interest and artworks could help create a positive impression and draw people into the town, to patronise local businesses and facilities.

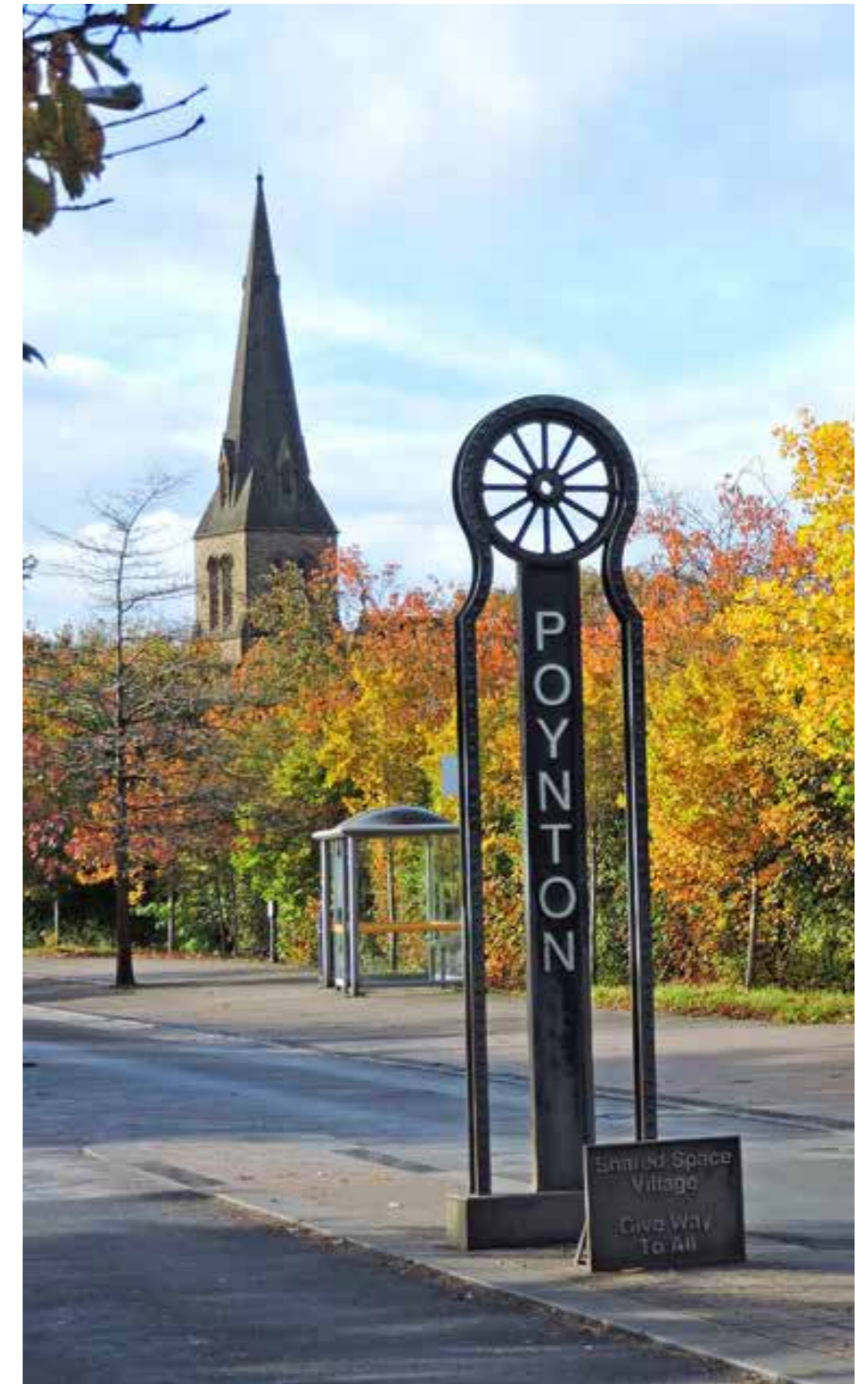
- Redesign A494 and B5129 junction
- Welcome to Queensferry – public art, signage and gateway feature
- Transform railway bridge entrance with lighting and artworks
- Strategic routes and trail and their wayfinding into town centre



Existing western gateway



Existing eastern gateway



Gateway features announce arrival



Opportunity to use art to enhance railway bridge



Art that reflects the history of the place



Signage and information boards reflect history



High quality public spaces



Gateway lighting features



Clear cycle links and signage

CELEBRATING QUEENSFERRY'S HISTORY AND CHARACTER

Queensferry has interesting history and character that should be celebrated throughout the town. This includes the Grade II listed War Memorial, a Victorian High Street, the Grade II listed Jubilee Bridge and the Church of The Blessed Trinity.

The town could do more to highlight and celebrate these key buildings. A redesign of the B5441 gateway and removal of the barriers, would also make it easier for people to cross the road, better linking the town to the Queensferry War Memorial Institute. The public realm around other key assets could be improved to encourage people to stop and dwell and invite investigations into local history through information boards and artworks.

The traditional red brick Victorian High Street gets lost in the jumble of styles of the ground floor shops and businesses. A mix and match of colours, characters and signage styles draw focus from the more attractive architectural features of the street. A Design Code, which encourages certain styles and colours for the shop fronts, would help harmonise the street and better celebrate the history and identity of the town.

- **Redesign of the B5441 gateway and removal of the barriers**
- **Design code for buildings and main streets**
- **Unified approach to signage and public realm**

At the end of the shopping day, roller shutters are brought down on the shop fronts and greatly influence the character of the street. They create blank and hostile facades and remove points of interest, creating a less friendly and inviting street, especially during the evening. Although the long-term goal should be to remove entirely or move these shutters to within the shop themselves, in the shorter term artworks and decorations could bring life and colour back into the street and encourage more from the evening economy.

A unified approach to signage and the public realm throughout the town could help link points of interest, key buildings and features to help tell the full story of the history and character of Queensferry. This also includes the examples of 'ghost' signage within the town that should be enhanced and built upon as these are direct links to the town's past.



Lack of coordination along the street



Hints to Queensferry's past throughout the town



Shotton shop front that doesn't detract from Victorian architecture



Vibrant and colourful shutters



High quality first floor architecture lost



Simple and appropriate shop fronts help celebrate the building and town



A joined up approach brings colour and joy

A STREET FULL OF ACTIVITY

To maximise the potential of Station Road (the High Street), it needs to be brought to life. It is currently a very functional space with wide footpaths, plenty of parking and is lined by shops, cafés and businesses. However, it does little to inspire people to use it or invite them to stay, dwell and spend.

The wide footpaths are a great asset and provide ample space for a range of activities and features that will help animate the street. Shops and cafés should be encouraged to spill out onto the street, display wares or provide café seating. More seating and 'activity' spaces provide areas for people to stop, dwell and chat. This creates a more social environment and helps to create a wider sense of community. More greenspaces, rain gardens, planters and street trees could help to define these 'activity spaces' and provide shade, improve the air quality and soften the urban nature of the street.

- **Street licensing policy and plan**
- **Green spaces – rain gardens and street trees**
- **Linking crossing points to landscaping**

The street currently can be difficult to cross, especially at busy times of the day. There are several sets of crossing points on the street, but these are penned in by railings which corral pedestrians and do not signal that cars need to slow down. Improvements to the existing crossings and more informal ones should help better connect the two sides of the street, drawing shoppers further along and across the street and encourage people to stay longer and spend more. Crossing points can be characterised by narrowings in the road, encouraging cars to slow down and making it easier to cross. These crossing points can be linked to landscaped areas and 'activity' spaces to create more variation along the street and encourage social connections.



Wide footpaths are an asset.....



.....and allow for space for landscaping.....



.....that adds colour and vibrancy.....



..... with places to sit and dwell.....



.....and room for shops and cafés to spill out.



Improved, people-friendly crossings



Seating and landscaping connected to crossing points



Opportunity for informal crossing points

TACKLING DISUSED SITES AND BUILDINGS

Queensferry has a strong core in Station Road, which forms the heart of the town. Proposals within this Placemaking Plan should help to further enhance this core and create a more vibrant and active town. However, this core can only be accessed through the 'edges' of the town where there are various sites, buildings and spaces that create a poor impression and weaken the town. Strengthening the 'edges' of the town should encourage more people into its heart and create a more positive environment for visitors and residents alike.

Between Station Road and Jubilee Bridge sits a row of large industrial units and garages. These tend to be of poor architectural quality with car parks to the front that offer little in terms of enclosure or activity. This creates a poor-quality environment and negative impression of the town. This street could be enhanced through landscaping, hedges or street trees which will soften the urban character, create enclosure along the street and partially screen some of the unattractive buildings. Spinney Motorhomes towards the Station Road end of the street received a grant to enhance the exterior of the building and now sports a high quality and attractive timber clad façade. This should be encouraged within the other premises along the street to raise the architectural quality and improve the approach to the town.

- **Old toilet block and garages corner site**
- **Old Church and BT sites – opportunities for residential and commercial or a pocket park (Old Church site)**

An old toilet block sits next to the railway bridge at the western end of Station Road. This site is going to be redeveloped for residential uses. This development could create a new eastern gateway building to the street and should front onto and create activity onto Station Road.

Derelict buildings and empty sites within the town should be redeveloped to avoid the negative impression such sites can have on the community and quality of an area. The old Church site and BT exchange could be redeveloped for residential or commercial uses depending on the need of the area. The old Church site could also be developed into a small pocket park for the benefit of the local community.

Consideration should also be given to how the edges of the town interact with and link into the wider area. Any barriers to movement or poor-quality areas should be redesigned to instead encourage people into Queensferry.



Redevelop toilet block for residential....



.....and derelict buildings



High quality design and materials



Gateway buildings



Materials variety and texture to the street



Opportunity for pocket parks



Landscaping to soften urban environments



Landscaping used to help screen industrial uses



High quality materials used on buildings

TAKING PRIDE IN PUBLIC SPACES

A common theme across other Flintshire towns is the need for a coordinated approach in managing streets so that 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. Whilst Queensferry exhibits better levels of cleanliness than some town centres, there are challenges related to deteriorating highway furniture, the deep cleansing of pavements and a lack of greenery in some places.

There is a need to coordinate and manage the licensing of street advertisements and activities, ensuring that town centre users experience an accessible environment. This must be balanced with the needs of businesses to display their goods and provide opportunities to use tables and chairs, particularly when the business is focused on food and drink.

Licensing agreements need to strike a balance between accessibility and creating vibrant street life, in a way that is practical, proportionate, and meets the needs of the whole community.

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



CELEBRATING LOCAL LIFE AND COMMUNITY SPIRIT

Queensferry is mainly centred around one road – Station Road. The road is contained between the railway bridge to the north east and the B5129 to the south west. Its compact and contained nature, alongside the immediate rows of terraced houses, creates a strong neighbourhood character. It therefore needs to use this character and sense of community as its key qualities in positioning its offer to its users.

Glimpses of this neighbourhood feeling are seen in a number of its cafés and a small number of destination shops (record, sports, convenience) within the street. There is therefore a foundation to work from when developing a simple marketing and promotional campaign that is centred on the values of “local”, “on your doorstep”, “coffee and a chat” and the “personal customer service”.

Physical place investment should focus on building improvements using traditional materials and colours, signwriting, appealing shop window displays, and tasteful café menus. To complement this, marketing and promotion don’t need to be complex. A simple blend of well-placed messaging at key gateways, traditional A-boards within the street scene, and features such as shop awnings in a Queensferry colour palette or vibrant street banners could be highly effective.

Promotional material could be as simple as a local listing of shops, cafés and services, simple stickers and vinyls and a street plan. The heritage of the community, its “Blue Bridge” and connections to the lower and upper ferry crossings, is a thread that could also be developed in terms of colours, imagery and how this local history can be promoted through local shops, café walls and in the street. Its diversity of cafés and their food cultures could also be expressed through a local campaign.

- **Simple “neighbourhood” campaign**
- **Complement physical building improvements – colour, material and stories**
- **Foundation of river and ferries – colours, old photos**
- **Support businesses – shop window displays, café menus, imagery on walls, etc**
- **Residents information: local listing, street maps, stickers, café mugs**
- **Develop the “Great Queensferry Breakfast” campaign across all of the local cafés – joint promotion**



A PLACE FOR LEARNING AND SKILLS DEVELOPMENT

There are opportunities within Queensferry 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 (over 80 pupils engaged with). The academy also provides for adult learning including hair, beauty and adult community engagement activities. They are located on Station Road, with a visible presence and outlet for local training and for young people and adults to learn, train and either seek employment or establish their own hair and beauty business.

Across the road from Queensferry town centre, accessed off Chester Road (west) 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 to 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), at which people they support 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 PRU also registers pupils in the local authority's Fresh Start provision.

- **Develop a shop window for their activities within the town centre that showcases their services, provides retail and learning space.**
- **Use 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.**
- **Find opportunities for young people to learn about the retail and service sector, with hands-on experience alongside mentors and coaches.**



GROWING A GREENER QUEENSFERRY

Coordinating ways to improve the gateways into Queensferry and add greenery to the streetscape within Station Road area, there is an opportunity for local groups, organisations and residents to get involved in greening up their town centre neighbourhood.

Works close to the A494 and B5129 will need to be delivered by the local highway authority due to health and safety implications. Nevertheless, community groups, local businesses and residents could support some on-street greening activities.

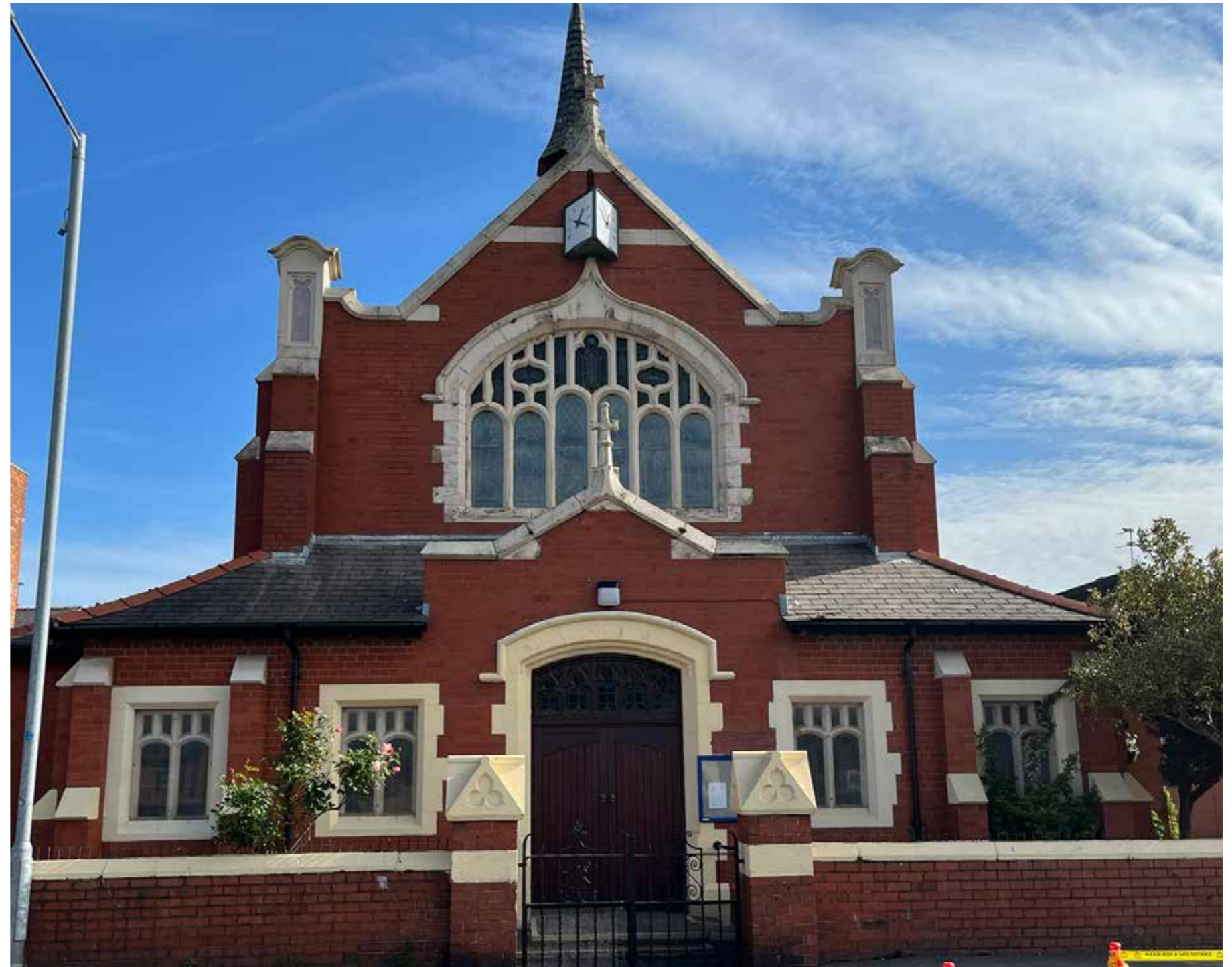
Activities could link into Ty Calon Hub, HfT Flintshire – Learning Disabilities Allies and Plas Derwen based in Shotton. This could help with adult and community learning, wider curriculum activities and supporting employment pathways.

- **Greening up key street approaches**
- **Planting within the green space between the B5441 and B5129**
- **Green walls within the street using existing structures**
- **Planting street trees with benches to provide shelter and dwell**
- **Making raised planters from upcycling wood for low maintenance grasses and/or providing edible herbs – could be linked into local cafés and eateries e.g. oregano**
- **Work with building owners to deal with building run off and use of bio-retention planters**



VISUALISING SUCCESS

The need to understand what success looks like is important when you are enabling and delivering change within a place like Queensferry. It helps to understand the outcomes that you are reaching for and the process you need to follow to achieve 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 diagrams over the following pages show 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.



Announcing Queensferry – the “Local” Neighbourhood

OUTPUTS

1. Total surface area of highway land enhanced
2. Total surface area of green infrastructure added or improved as a result of support
3. Number of local walking / cycling movements
4. Linear metres of active travel routes created or improved
5. Air quality count
6. Pedestrian footfall from adjoining residential areas

What Do We Want to Achieve?

A place that is easy to find, pop into and spend time in whether you are a local resident, or passing through Deeside.

OUTCOMES

1. Greater awareness of Queensferry within the Deeside area
2. Increased mobility across the whole community
3. Greater visitor and user experience in terms of environmental quality
4. Greater sense of place and local destination
5. Increased opportunities to explore and engage with the town centre
6. Increased sense of welcome and physical cohesion
7. Local economic growth and sustainability

Revealing the Queensferry Character

OUTPUTS

1. Total surface area of public space improved
2. Number of commercial buildings enhanced and repurposed
3. Square metrage of floor space improved
4. Number of town centre 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

What Do We Want to Achieve?

The personality of Queensferry is told through spaces, buildings and streets, which engage with local people and appeal to passers-by.

OUTCOMES

1. Greater civic pride
2. Quality of commercial activities and engagement within the streetscene
3. Greater sense of place and local destination
4. Enhanced local economic and social well-being
5. Building confidence, loyalty and sustainable growth

A Street Full of Activity

OUTPUTS

1. Total surface area of highway land enhanced
2. Total surface area of green infrastructure added or improved as a result of support
3. Total surface area of town centre space reused
4. Number of users /visitors
5. Vacancy rate
6. Diversity of town centre uses and activities
7. Town centre user dwell time
8. Town centre user spend
9. Town centre satisfaction
10. Change in town centre user perception

What Do We Want to Achieve?

Where a road becomes a street, with people feeling safer, having greater opportunities to dwell and to engage with local businesses and other activities.

OUTCOMES

1. Increased mobility across the whole community
2. Greater visitor and user experience
3. Greater sense of place and local destination
4. Increased opportunities to explore and engage with the town centre businesses and activities
5. Increased sense of welcome and physical cohesion
6. Local economic growth and sustainability

Tackling the Edges – Sites and Buildings

OUTPUTS

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

What Do We Want to Achieve?

Bringing underused buildings and spaces into the town centre experience that add to the neighbourhood feel of Queensferry.

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

Managing the Place

OUTPUTS

1. Town centre user dwell time
2. Town centre user spend
3. Town centre satisfaction
4. Crime levels reduced
5. Change in town centre user perception

What Do We Want to Achieve?

A place that feels cared for between the local Council, the community and businesses.

OUTCOMES

1. Greater sense of community and civic pride
2. Better perception of personal safety and well-being
3. Greater collaboration and co-operation across the town centre neighbourhood
4. Sense of vibrancy within the town centre

Adding to the Neighbourhood Feeling

OUTPUTS

1. Number of marketing and promotional activities
2. Number of town centre properties that have embraced the Queensferry palette of colours
3. Number of events, campaigns and activities that support the messages of Queensferry
4. Number of residents and volunteers involved in community centred projects
5. Number of town centre businesses coached/mentored/supported

What Do We Want to Achieve?

A Street that is known for its Queensferry welcome that is founded on personal service, diversity and local.

OUTCOMES

1. Increased awareness of Queensferry as a local, on your doorstep place
2. Increased town centre user and visitor activity
3. Increased sense of welcome, community cohesion and loyalty
4. Greater sense of place and local destination
5. Enhanced local economic and social well-being

Places for Skills and Development and Local Pathways

OUTPUTS

1. Number of community outreach activities
2. Number of people up-skilled and trained
3. Number of employment pathways opened up
4. Number of underused town centre spaces used for community activities
5. Number of environmental projects supported

What Do We Want to Achieve?

Connecting a diversity of people into Queensferry town centre that supports trailing ideas, activating underused space and using local skills to add value to the neighbourhood experience.

OUTCOMES

1. Greater partnership and networking opportunities between local and strategic organisations
2. Greater community wellness within the Queensferry community
3. Greater opportunities for a more diverse and community facing town centre

Greening Queensferry – Role of Community

OUTPUTS

1. Number of community planting projects /initiatives
2. Total surface area of green infrastructure added or improved as a result of support
3. Number of volunteers
4. Number of social prescribing activities
5. Air quality count
6. Improved biodiversity count

What Do We Want to Achieve?

Greenery draws in people, with businesses seeing the benefits of a greener town centre with longer dwell, active frontages and wider neighbourhood well-being.

OUTCOMES

1. Greater community wellness through the presence of enhanced town centre greening
2. Green infrastructure enables dwell and greater enjoyment of the town centre space
3. Increased resilience to climate change
4. An appealing experience for all

WAYS OF WORKING

Development & Delivery

Delivery of this Placemaking 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 Queensferry 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 Queensferry, whilst respecting individual organisations' identities.

Partnership Working

The FCC Place Making process has already 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 the 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 Placemaking Plan needs to consider local, grass roots community groups as well as the local business sector, so that an equitable public, private community/voluntary sector alliance is formed.

What form the partnership takes needs further discussion between organisations, so that it has an agreed purpose, aims and objectives, the right scale of operation, values and ways of working. Such a partnership would need to be designed so that it:

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

