



Holywell Town Council Business Plan 2025-2027



This Business Plan outlines the strategic objective and key priorities of the Council and details the operational tasks which underpin these objectives required for service delivery. The Business Plan is linked to the current human and financial resources available to the Council.

Introduction to Holywell Town Council's Business Plan for 2025-2027

This is an interim update of Holywell Town Council's fourth Business Plan. The Plan sets the Council's vision, objectives and key projects for the next three years 2025-2027 taking the Council up to the next Local Government Elections. It is the Council's intention to produce a new plan at the beginning of each new electoral term.

The plan builds on the successes of the earlier plans and will only be realised if the collaborative and partnership working continues with a number of stakeholders including Flintshire County Council, Holywell Business Group, Community Organisations, Cadwyn Clwyd and other groups. The Council reviews its committee structure and terms of reference at its Annual Meetings. Each of the listed projects are sponsored by one of the committees and its members.

Notable key projects which feature include the reopening of the former Holywell Junction Railway Station which closed in 1964, enhancement of active travel links, improving the transport infrastructure, and enhanced town centre features.

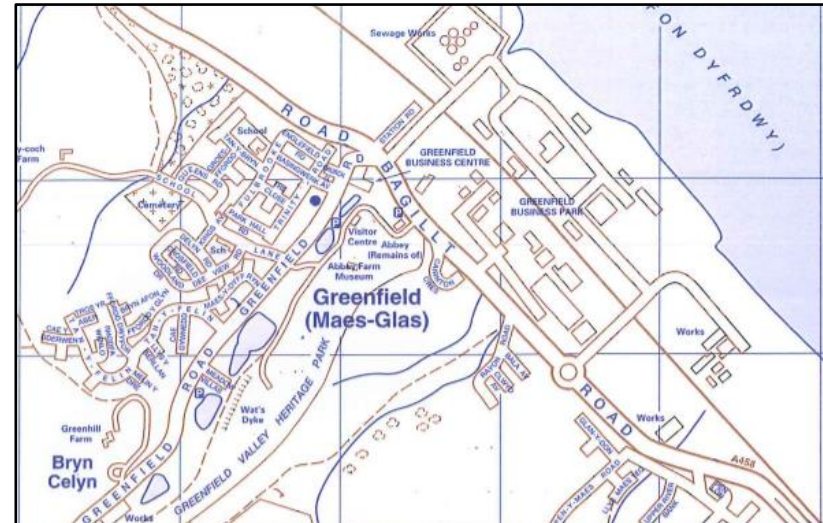
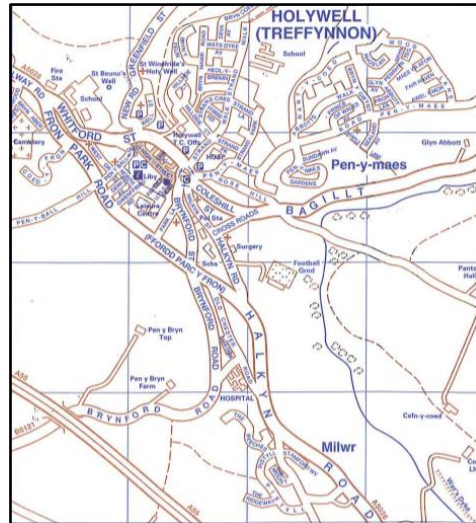
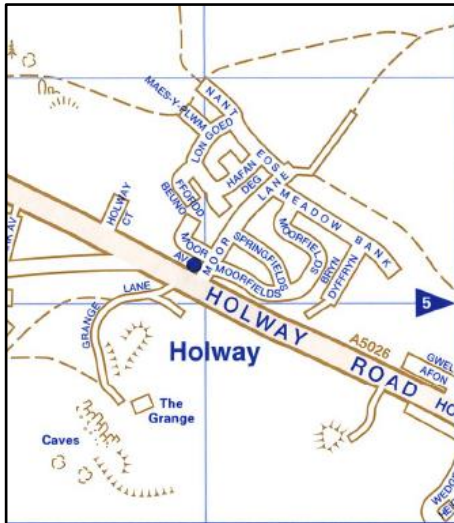


Political and Demographic Information

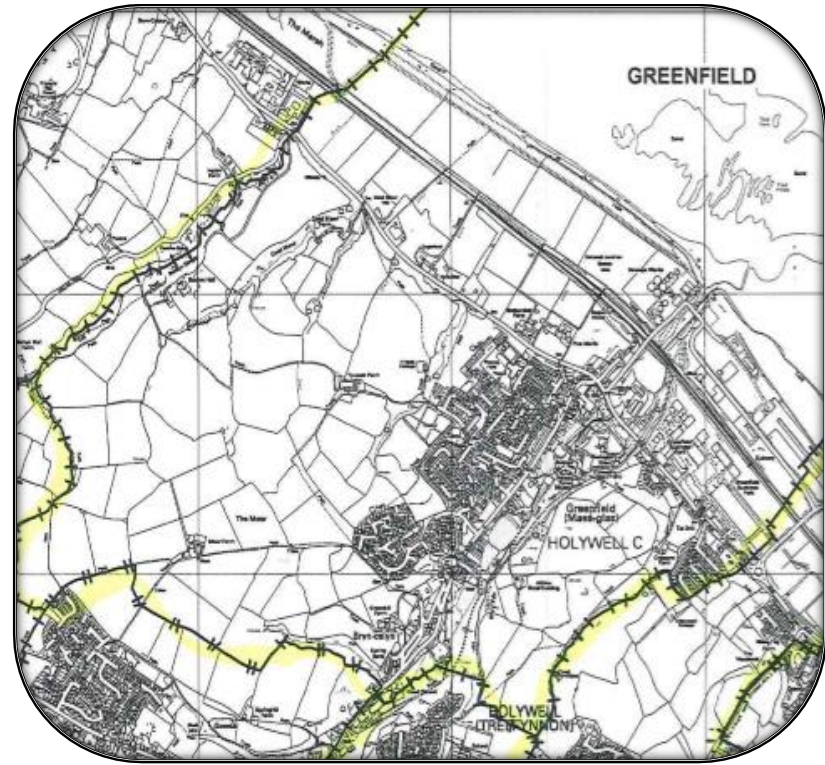
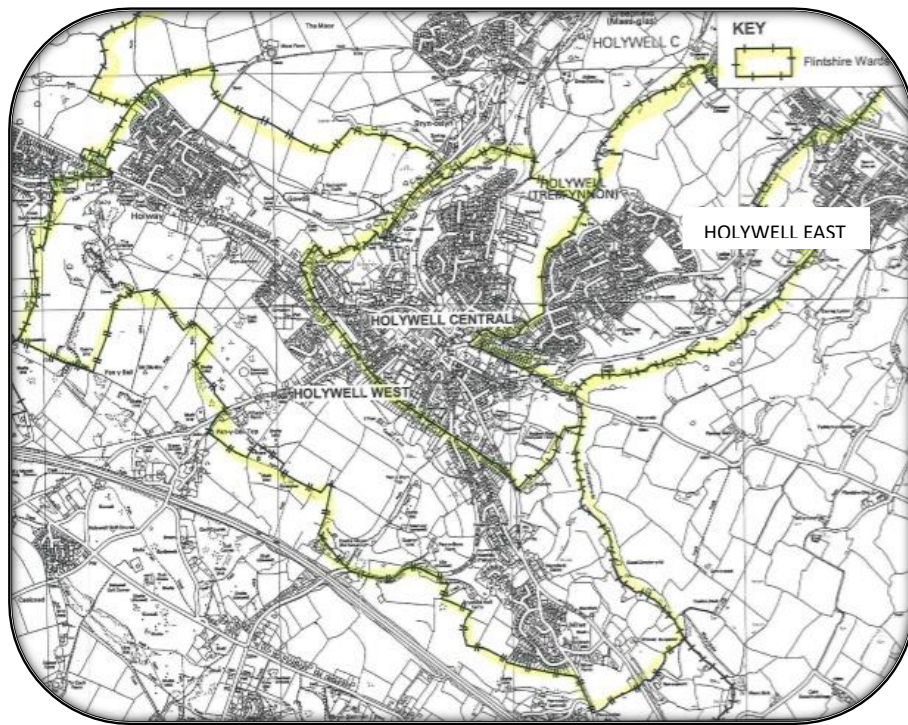
The Holywell Community is the main residential area in the West Delyn district of Flintshire, with the local population in the region of 12,000. The area is steeped in history with the Town Centre home to the oldest High Street in Flintshire. There are also key tourism attractions which thousands of people visit each year, such as St. Winefride's Holy Well, Greenfield Valley Heritage Park and the Greenfield Docks leading to the Wales Coastal Path.

The Community is split into four electoral wards Holywell Central, Holywell East, Holywell Greenfield and Holywell West. There are fifteen town councillors elected across these four wards. Each ward also has an elected County Councillor meaning the community is also served by four County Councillors as part of the County's political structure.

The Town Council's Offices are located at 12-14 Bank Place, Holywell, CH8 7TJ Telephone: (01352) 711757, Email: town.clerk@holywell.wales. The office opening hours are 9.00am to 1.00pm Monday to Thursday.



Electoral Wards of the Holywell Community



Council Members

Name	Post Held	Ward
Paul Cooper	Councillor	Greenfield
Mike Lewis-Jones	Councillor	Greenfield
Siobhan Rush	Councillor	Greenfield
Barry Scragg	Councillor	Greenfield
Matt Sprake	Councillor	Greenfield
Pat Corbett	Councillor	Holywell Central
Ted Palmer *	Councillor	Holywell Central
Danny Thomas	Councillor	Holywell Central
Linda Corbett	Councillor	Holywell East
Peter Curtis	Councillor	Holywell East
Ian Hodge *	Councillor	Holywell East
Chris Argent	Councillor	Holywell West
Paul Johnson *	Councillor	Holywell West
Jenny Jones	Councillor	Holywell West
David Smith	Councillor	Holywell West
* also County Councillor for the stated electoral ward		

Council Staff

Name	Post Held
Jason Baker	Town Clerk and Financial Officer
Martin Fearnley	Deputy/Assistant Town Clerk
Caroline Pickstock	Support Officer

Committee Structure

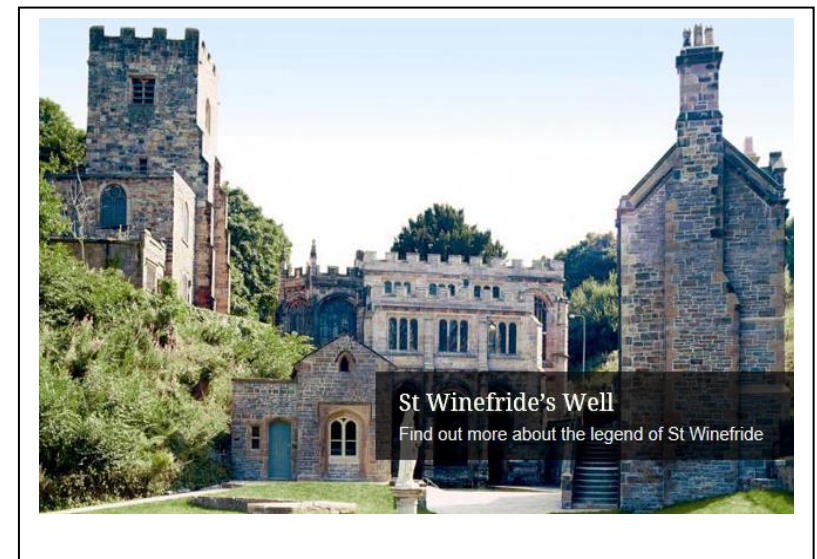
The Council meet on the third Wednesday of every month except for the August recess period. Special Council meetings and Committee meetings can also be called as and when required to deal with a particular matter or series of matters as and when the need arises. The Mayor is an ex-officio member of all Committees. The Council also form Working Groups as the need arises through the year which involve selected members of the Council.

Committee Framework

CHAIRS ADVISORY COMMITTEE
DEVELOPMENT COMMITTEE
RESOURCES & PERSONNEL COMMITTEE
PERSONNEL SUB-COMMITTEE
TOWN CENTRE & EVENTS COMMITTEE

Strategic Objective

***“Engage with key stakeholders and the local community to develop and actively promote the town and wider area as a high-quality visitor destination and a place to live, work and shop.
Make full use of the unique heritage and tourism opportunities that exist within its area.”***



Key Priorities

1 - Linking the town with Greenfield Valley, Greenfield Dock, Wales Coast Path and Heritage Park, Greenfield Business Park and Industrial Estate and St. Winefrides Well. To include a main railway line train station and metro service at Greenfield, cycle path from the coast path, shuttle and community bus services, encompassing active travel arrangements.

2 - Establishing Holywell as a quality visitor destination and premier town centre events venue.

3 - Maintaining and improving the provision of community assets including public toilets in the town.

4 - Aspire to regenerate the Holywell and Greenfield communities, aligned to Flintshire County Council's Development Plans, Transforming Towns and Placemaking Plan.

5 - Co-ordinated joint working with Flintshire County Council. Improve and develop community engagement with local businesses and community groups with an emphasis on building partnerships. Engaging with Greenfield Valley Trust and St. Winefrides Well.

6 - Maintain other service priorities such as grants, contributions, health and safety, governance, finance and business processes and facilities management.

TRANSPORT LINKS

- Greenfield Railway Station
- Active Travel
- Shuttle Bus and Community Bus

QUALITY VISITOR DESTINATION

- Tower Gardens Events Area *
- Museum *
- A55 and Gateway Signs *
- Tourist Information Points *
- Visitor Engagement
- Greenfield Valley
- St Winefrides Well/St James Parish Church
- Wales In Bloom

COMMUNITY DEVELOPMENT & ENGAGEMENT

- Public Toilets
- Open Spaces – Gardens, Woodlands

REGENERATION

- Encourage stallholder attendance and diversity at the town's weekly market
- Enhanced town centre and local community features
- Car Parking/Car Charging Points *
- Water Refill Stations *

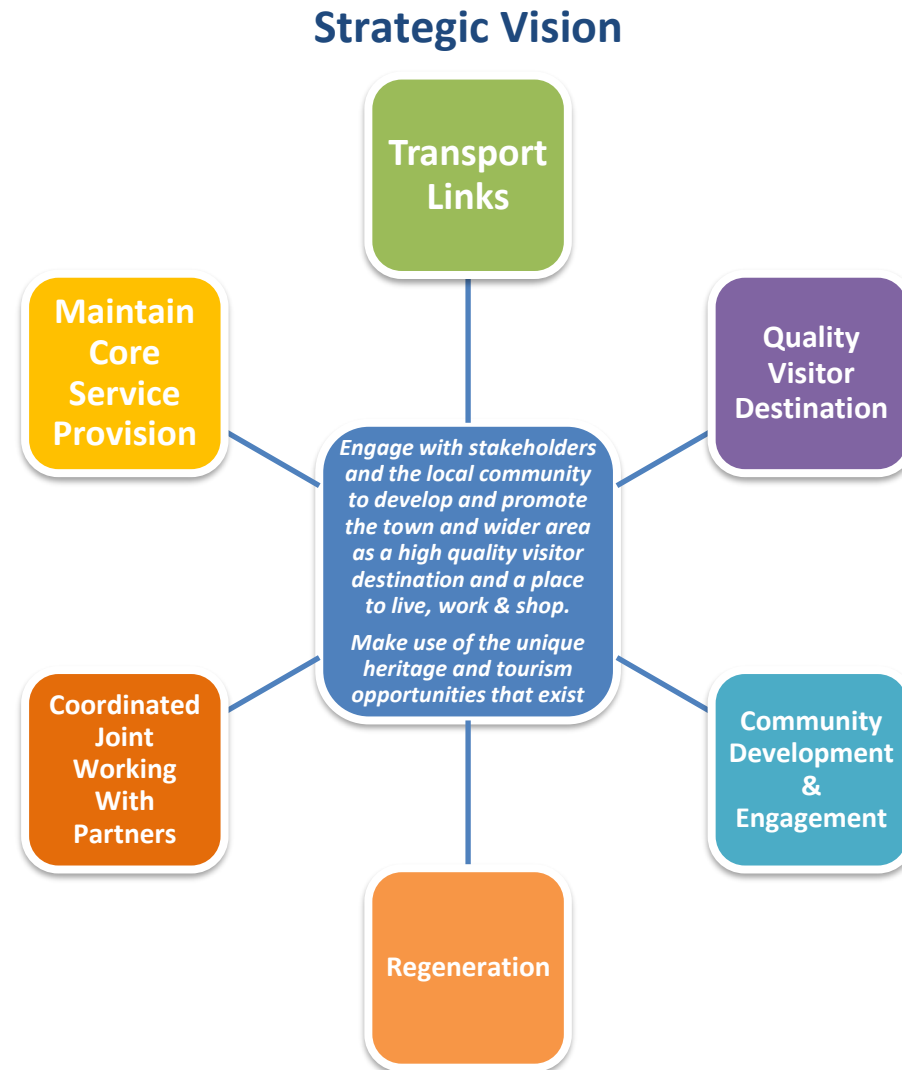
COORDINATED JOINT WORKING WITH PARTNERS

- Flintshire County Council, Business Group, Local MP/MS, North Wales Police, Community Groups

MAINTAIN CORE SERVICE PROVISION

- CCTV Services in the town centre
- Grants and Contributions – Play Equipment and Local Organisations *
- Support for Play Schemes

* COMPLETED TASK



Destination Holywell



Financial Resources – Budget 2025/26 (Subject to Annual Review)

Cost Centre	£ Detail	£ Summary
Income		
Local Taxation Precept	307,000	
Events	1,800	
Total Income		308,800
Expenditure		
Establishment	146,150	
Loan Repayments	14,000	
Council Offices	28,300	
Community	4,100	
Civic	5,400	
Events Hub	2,150	
Grants / Donations	7,000	
Members	5,100	
Environment	800	
Events	9,700	
Town Centre & Community Projects	2,900	
Well Inn Music Festival	7,700	
Play Areas/Play Schemes	19,000	
Wales In Bloom	7,800	
Christmas Lights	21,600	
Woodland	1,300	
CCTV	15,800	
Contribution - Holywell Leisure Centre	10,000	
Total Expenditure		308,800
Variance (Expenditure <u>Less</u> Income)		0

Operational Plan

Key Priority 1	Linking the town with Greenfield Valley, Greenfield Dock, Wales Coast Path and Heritage Park, Greenfield Business Park and Industrial Estate and St. Winefrides Well. To include a main railway line train station and metro service at Greenfield, cycle path from the coast path, shuttle and community bus services, encompassing active travel arrangements.				
Link To FCC Plan	Priority: Environment Sub Priority: Transport Infrastructure and Services Impact: Safely accessing employment, local services and facilities Sub Priority: Sustainable Development & Environmental Management Impact: Protecting our local environment				
Key Tasks		Reporting Committee	Timeframe	Budgetary Resources	On Target
1.1	Reopening of Holywell Junction railway station to serve the residents of Holywell, Greenfield and the surrounding villages of West Flintshire.	Development Committee	Year 5	Nil	
1.2	Develop the active travel routes between the coastal path, Greenfield Valley and town. Develop cycling and walking routes and initiatives. Connect the assets through partnership working.	Development Committee	Year 5	Nil	
1.3	Support the review of bus networks and routes serving the Holywell and Greenfield communities.	Development Committee	Year 5	Nil	
1.4	Develop the Greenfield Dock and coastal path and explore enhanced features such as water refill stations and a trim trail. *	Development Committee	Year 5	Nil	
1.5	Support the St James Church Project to deliver a useable asset for the community. *	Development Committee	N/A	Nil	
1.6	Investigate the viability of a community hub at Greenfield Docks to include café and toilet provision.	Development Committee	Year 5	Nil	

* complete or partial completion

Operational Plan

Key Priority 2		Establishing Holywell as a quality visitor destination and premier town centre events venue.			
Link To FCC Plan		Priority: Economy and Enterprise Sub Priority: Business Sector Growth & Regeneration Impact: Growing the economy and creating jobs			
	Key Tasks	Reporting Committee	Timeframe	Budgetary Resources	On Target
2.1	Install interpretation panels in the town centre and wider community. *	Town Centre & Events Committee	N/A	Nil	
2.2	Install finger post signs at strategic locations across the Holywell community. *	Development Committee	N/A	Nil	
2.3	Support the establishment of a banking hub in the town centre	Town Centre & Events Committee	Year 5	Nil	
2.4	Consider a commemorative event and/or asset installation to mark the Town Council's 50 th Anniversary (in April 2024) and facilitate some ideas for the Council. *	Town Centre & Events Committee	N/A	Nil	
2.5	Monitor visitor numbers in the town centre and consider options to increase the footfall.	Town Centre & Events Committee	Year 5	Nil	
2.6	Improve links with local accommodation providers and develop additional tourist opportunities.	Development Committee	Year 5	Nil	
2.7	Maintain the council's events programme including regular and commemorative events.	Town Centre & Events Committee	Ongoing	Base Budget	
2.8	Consider any development opportunities in vacant town centre buildings.	Town Centre & Events Committee	Ongoing	Nil	

* complete or partial completion

Operational Plan

Key Priority 3		Maintaining and improving the provision of community assets including public toilets in the town.				
Link To FCC Plan		Priority: Environment Sub Priority: Transport Infrastructure and Services Impact: Safely accessing employment, local services and facilities Sub Priority: Sustainable Development & Environmental Management Impact: Protecting our local environment				
Key Tasks		Reporting Committee	Timeframe	Budgetary Resources	On Target	
3.1	Evaluate the town centre public toilets provision and baby change facilities in conjunction with Flintshire County Council.	Town & Events Centre Committee	Year 4	Legacy funding, possible future base budget item		
3.2	Evaluate the car parking requirements of the town centre in conjunction with Flintshire County Council. *	Town & Events Centre Committee	Year 4	Nil		
3.3	Install bottle bank recycling station in the theme of fish sculpture or similar. Develop other environmental and green projects across the community.	Development Committee	Year 4	Nil, Grant funding application required		
3.4	Install Outdoor Gym/Fitness Equipment in Fron Park to include accessibility for all groups. *	Town Centre & Events Committee	N/A	Nil		

* complete or partial completion

Operational Plan

Key Priority 4		Co-ordinated joint working with Flintshire County Council. Improve and develop community engagement with local businesses and community groups with an emphasis on building partnerships. Engaging with Greenfield Valley Trust and St. Winefrides Well.			
Link To FCC Plan		Priority: Economy and Enterprise Sub Priority: Business Sector Growth & Regeneration Impact: Growing the economy and creating jobs			
	Key Tasks	Reporting Committee	Timeframe	Budgetary Resources	On Target
4.1	Review the market provision in the town as required, in conjunction with FCC Regeneration Team.	Town Centre & Events Committee	Year 4	Income from traders if brought in-house	
4.2	Research and develop a refurbishment/improvement programme for community centres located in the town centre and residential estates.	Development Committee	Year 5	Nil – Grant Opportunities	
4.3	Undertake a play area condition survey to inform the council's future investment strategy for the next 3 years. Consider the installation of disabled play equipment in all play areas.	Development Committee	Year 5	Base Budget/Grant Opportunities/Match Fund Scheme	
4.4	Review community noticeboards in key areas of the Holywell community.	Development Committee	Year 5	Nil	
4.5	Investigate and encourage tenants and residents' associations and their viability across the Holywell communities.	Development Committee	Year 4	Nil	
4.6	Investigate the feasibility of allotment provision at a suitable location.	Development Committee	Year 5	Nil	

Operational Plan

Key Priority 5	Co-ordinated joint working between the County Council, Town Council. Improve and develop community engagement with local businesses and community groups with an emphasis on building partnerships.				
Link To FCC Plan	Priority: Modern and Efficient Council Sub Priority: Developing Communities Impact: Supporting communities to become resilient Sub Priority: Improving Resource Management Impact: Front line services are efficiently and effectively supported				
	Key Tasks	Reporting Committee	Timeframe	Budgetary Resources	On Target
5.1	Continue partnership working with FCC Departments to include a mapping exercise identifying key assets and features across the community, and other initiatives affecting the residential estates.	Town Centre & Events Committee	Ongoing	Nil	
5.2	Consider developing tourism opportunities including liaison with coach operators, a leaflet and what's on guide. *	Town Centre & Events Committee	Ongoing	Nil	
5.3	Development of initiatives to engage the younger community. *	Full Council	Ongoing	Nil	
5.4	Review the allocated resources to undertake operational community duties. *	Resources Committee	Ongoing	Nil – base budget addition	

* complete or partial completion

Operational Plan

Key Priority 6	Maintain other service priorities such as grants, contributions, health and safety, governance, finance and business processes and facilities management.				
Link To FCC Plan	Priority: Economy and Enterprise Sub Priority: Business Sector Growth & Regeneration Impact: Growing the economy and creating jobs Priority: Safe Communities Sub-Priority: Community Safety Impact: Keeping people and communities safe Priority: Modern and Efficient Council Sub Priority: Developing Communities Impact: Supporting communities to become resilient Sub Priority: Improving Resource Management Impact: Front line services are efficiently and effectively supported				
	Key Tasks	Reporting Committee	Timeframe	Budgetary Resources	On Target
6.1	Maintain and review existing service contracts for CCTV, Play Areas/Schemes, Christmas Lighting and Wales in Bloom. Review Christmas Lighting for Greenfield.	Full Council	Ongoing	Base Budget	
6.2	Consider grants and donations as part of the twice-yearly review of applications. Consider nominations for the annual Community Endeavour awards.	Full Council	Ongoing	Base Budget	
6.3	Maintain the running of the Council Offices building and facilities.	Resources Committee	Ongoing	Base Budget	
6.4	Maintain the Council's website and social media channels.	Resources Committee	Ongoing	Base Budget	

* complete or partial completion