

# Public Document Pack

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To: Cllr Rosetta Dolphin (Chair)

Councillors: Sean Bibby, David Evans, George Hardcastle, Patrick Heesom, Cindy Hinds, Andy Hughes, Dennis Hutchinson, Joe Johnson, Vicky Perfect, Paul Shotton and Owen Thomas

3 November 2021

Dear Sir/Madam

**NOTICE OF REMOTE MEETING**  
**ENVIRONMENT & ECONOMY OVERVIEW & SCRUTINY COMMITTEE**  
**TUESDAY, 9TH NOVEMBER, 2021 at 10.00 AM**

Yours faithfully

Robert Robins  
Democratic Services Manager

Please note: This will be a remote meeting and 'attendance' will be restricted to Committee Members and those Members of Council who have asked the Head of Democratic Services for an invitation. Such attendees may only speak at the Chair's discretion.

The meeting will be live streamed onto the Council's website. A recording of the meeting will also be available, shortly after the meeting at <https://flintshire.public-i.tv/core/portal/home>

If you have any queries regarding this, please contact a member of the Democratic Services Team on 01352 702345.

# AGENDA

## 1 APOLOGIES

**Purpose:** To receive any apologies.

## 2 DECLARATIONS OF INTEREST (INCLUDING WHIPPING DECLARATIONS)

**Purpose:** To receive any Declarations and advise Members accordingly.

## 3 FORWARD WORK PROGRAMME AND ACTION TRACKING (ENV & E ) (Pages 5 - 14)

Report of Environment Overview & Scrutiny Facilitator

**Purpose:** To consider the Forward Work Programme of the Environment & Economy Overview & Scrutiny Committee and to inform the Committee of progress against actions from previous meetings.

## 4 AUDIT WALES REVIEW OF TOWN CENTRE REGENERATION (Pages 15 - 44)

Report of Chief Officer (Planning, Environment and Economy) - Cabinet Member for Economic Development

**Purpose:** To consider the key recommendations of the Audit Wales review of Town Centre Regeneration and the Council's response

## 5 GREENFIELD VALLEY STRATEGY (Pages 45 - 86)

Report of Chief Officer (Planning, Environment and Economy) - Cabinet Member for Economic Development

**Purpose:** To receive a progress report on the work to establish a new strategy for Greenfield Valley Heritage Park. To inform members of the findings from the public and partner consultations and to seek the views of the committee on the key elements of the strategy.

6 **IMPACT OF THE PANDEMIC ON PRIORITISING HIGHWAY SCHEMES, GULLEY EMPTYING, GRASS CUTTING, AND FLOODING.** (Pages 87 - 94)

Report of Chief Officer (Planning, Environment and Economy), Chief Officer (Streetscene and Transportation) - Cabinet Member for Planning and Public Protection, Cabinet Member for Streetscene

**Purpose:** Request from the Recovery Committee

***Please note that there may be a 10 minute adjournment of this meeting if it lasts longer than two hours***

## **Procedural Note on the conduct of meetings**

The Chair will open the meeting and introduce themselves.

The meeting will be attended by a number of Councillors. Officers will also be in attendance to present reports, with Democratic Services officers acting as hosts of the meeting.

All attendees are asked to ensure their mobile phones are switched off and that any background noise is kept to a minimum.

All microphones are to be kept muted during the meeting and should only be unmuted when invited to speak by the Chair. When invitees have finished speaking they should go back on mute.

To indicate to speak, Councillors will use the chat facility or use the electronic raise hand function. The chat function may also be used for questions, relevant comments and officer advice and updates.

The Chair will call the speakers, with elected Members addressed as 'Councillor' and officers addressed by their job title e.g. Chief Executive' or name. From time to time, the officer advising the Chair will explain procedural points or suggest alternative wording for proposals, to assist the Committee.

If and when a vote is taken, the Chair will explain that only those who oppose the proposal(s), or who wish to abstain will need to indicate, using the chat function. The officer advising the Chair will indicate whether the proposals are carried.

If a more formal vote is needed, this will be by roll call – where each Councillor will be asked in turn (alphabetically) how s/he wishes to vote

At County Council and Planning Committee meetings speaker's times are limited. A bell will be sounded to alert that the speaker has one minute remaining

The meeting will be live streamed onto the Council's website. A recording of the meeting will also be available, shortly after the meeting at <https://flintshire.public-i.tv/core/portal/home>



## ENVIRONMENT & ECONOMY OVERVIEW & SCRUTINY COMMITTEE

<b>Date of Meeting</b>	Tuesday 9 November 2021
<b>Report Subject</b>	Forward Work Programme and Action Tracking
<b>Report Author</b>	Environment & Economy Overview & Scrutiny Facilitator
<b>Type of Report</b>	Operational

### EXECUTIVE SUMMARY

Overview & Scrutiny presents a unique opportunity for Members to determine the Forward Work programme of the Committee of which they are Members. By reviewing and prioritising the Forward Work Programme Members are able to ensure it is Member-led and includes the right issues. A copy of the Forward Work Programme is attached at Appendix 1 for Members' consideration which has been updated following the last meeting.

The Committee is asked to consider, and amend where necessary, the Forward Work Programme for the Environment & Economy Overview & Scrutiny Committee.

The report also shows actions arising from previous meetings of the Environment & Economy Overview & Scrutiny Committee and the progress made in completing them. Any outstanding actions will be continued to be reported to the Committee as shown in Appendix 2.

### RECOMMENDATION

1	That the Committee considers the draft Forward Work Programme and approve/amend as necessary.
2	That the Facilitator, in consultation with the Chair of the Committee be authorised to vary the Forward Work Programme between meetings, as the need arises.
3	That the Committee notes the progress made in completing the outstanding actions.

## **REPORT DETAILS**

<b>1.00</b>	<b>EXPLAINING THE FORWARD WORK PROGRAMME AND ACTION TRACKING</b>
1.01	Items feed into a Committee's Forward Work Programme from a number of sources. Members can suggest topics for review by Overview & Scrutiny Committees, members of the public can suggest topics, items can be referred by the Cabinet for consultation purposes, or by County Council or Chief Officers. Other possible items are identified from the Cabinet Work Programme and the Improvement Plan.
1.02	<p>In identifying topics for future consideration, it is useful for a 'test of significance' to be applied. This can be achieved by asking a range of questions as follows:</p> <ol style="list-style-type: none"><li>1. Will the review contribute to the Council's priorities and/or objectives?</li><li>2. Is it an area of major change or risk?</li><li>3. Are there issues of concern in performance?</li><li>4. Is there new Government guidance of legislation?</li><li>5. Is it prompted by the work carried out by Regulators/Internal Audit?</li><li>6. Is the issue of public or Member concern?</li></ol>
1.03	In previous meetings, requests for information, reports or actions have been made. These have been summarised as action points. Following a meeting of the Corporate Resources Overview & Scrutiny Committee in July 2018, it was recognised that there was a need to formalise such reporting back to Overview & Scrutiny Committees, as 'Matters Arising' was not an item which can feature on an agenda.
1.04	It was suggested that the 'Action tracking' approach be trialled for the Corporate Resources Overview & Scrutiny Committee. Following a successful trial, it was agreed to extend the approach to all Overview & Scrutiny Committees.
1.05	The Action Tracking details including an update on progress is attached at Appendix 2.

<b>2.00</b>	<b>RESOURCE IMPLICATIONS</b>
2.01	None as a result of this report.

<b>3.00</b>	<b>CONSULTATIONS REQUIRED / CARRIED OUT</b>
3.01	In some cases, action owners have been contacted to provide an update on their actions.

<b>4.00</b>	<b>RISK MANAGEMENT</b>
4.01	None as a result of this report.

<b>5.00</b>	<b>APPENDICES</b>
5.01	Appendix 1 – Draft Forward Work Programme Appendix 2 – Action Tracking for the Environment & Economy OSC.

<b>6.00</b>	<b>LIST OF ACCESSIBLE BACKGROUND DOCUMENTS</b>
6.01	Minutes of previous meetings of the Committee as identified in Appendix 2.  <b>Contact Officer:</b> Margaret Parry-Jones Overview & Scrutiny Facilitator <b>Telephone:</b> 01352 702427 <b>E-mail:</b> <a href="mailto:Margaret.parry-jones@flintshire.gov.uk">Margaret.parry-jones@flintshire.gov.uk</a>

<b>7.00</b>	<b>GLOSSARY OF TERMS</b>
7.01	<b>Improvement Plan:</b> the document which sets out the annual priorities of the Council. It is a requirement of the Local Government (Wales) Measure 2009 to set Improvement Objectives and publish an Improvement Plan.

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## Environment & Economy Overview & Scrutiny Forward Work Programme 2021/22

Date of Meeting	Subject	Purpose of Report/Presentation	Scrutiny Focus	Responsible/Contact Officer	Submission Deadline
7 Dec 2021 10.00 am	Integrated Network Maps	To receive the outcome of the formal consultation on the Council's Integrated Network maps	Pre-decision scrutiny	Chief Officer – Streetscene and Transportation	
	Mid-year Performance Indicators for Recovery, Portfolio and Public Accountability Measures	To enable members to fulfil their scrutiny role in relation to performance monitoring. Members are required to review the levels of progress in the achievement of activities, performance levels and current risk levels as identified in the Council Plan.	Performance monitoring/ Assurance	Chief Officers	
	Update on Van Permits	As requested at the Committee on 14 September 2021	Assurance	Chief Officer – Streetscene & Transportation	
	The North Wales Growth Deal Quarterly Performance Report	To provide members with the Quarter 2 update on the North Wales Growth Deal.	Assurance	Chief Officer – Streetscene & Transportation	
	Overview of HYNET Hydrogen Project	To receive an overview of the project		Chief Officer – Planning & Environment	

ENVIRONMENT & ECONOMY OVERVIEW & SCRUTINY FORWARD WORK PROGRAMME  
APPENDIX 1

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<b>Date of Meeting</b>	<b>Subject</b>	<b>Purpose of Report/Presentation</b>	<b>Scrutiny Focus</b>	<b>Responsible/Contact Officer</b>	<b>Submission Deadline</b>
<b>11 Jan 2022 10.00 am</b>	Council Plan 22-23 development  Entrepreneurial grant support from Welsh Government and how the Local Authority could be involved  Dropped Crossings	To consult on Part 1 of the Council Plan 2022/23  Request from Recovery Committee  Request from Cllr George Hardcastle	Pre decision scrutiny  Assurance  Assurance	Chief Executive  Niall Waller  Chief Officer Streetscene & Transportation	
<b>8 Feb 2022 10.00 am</b>	Update on implementation of the AGILE software	Report requested at Committee on 14 September 2021	Assurance	Mandy Lewis/Lynne Fensome	
<b>7 Jun 2022 10.00 am</b>	Year-end Performance Indicators for Recovery, Portfolio and Public Accountability Measures	To enable members to fulfil their scrutiny role in relation to performance monitoring. Members are required to review the levels of progress in the achievement of activities, performance levels and current risk levels as identified in the Council Plan.	Performance monitoring/ Assurance	Chief Officers	
<b>5 Jul 2022 10.00 am</b>					

ENVIRONMENT & ECONOMY OVERVIEW & SCRUTINY FORWARD WORK PROGRAMME  
 APPENDIX 1

Date of Meeting	Subject	Purpose of Report/Presentation	Scrutiny Focus	Responsible/Contact Officer	Submission Deadline

**Items to be added:**

Integrated Transport Plan & Climate Change updates as appropriate

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Action tracking from Environment & Economy OSC October 21

Item/Date	Discussion	Action	By whom	Status
Litter & Fly tipping 08/06/21	Following discussions the Committee resolved that officers explore whether the Council could be granted powers for enforcement of litter caused by alcohol consumption in public places	That officers explore the suggestion	Katie Wilby Ruth Cartwright	Ongoing
Performance Report 08/06/21	The Chief Officer agreed to share results of the network review by Transport for Wales	Results to be shared when available.	Ruth Cartwright	Ongoing
Town Centre Markets 06/07/21	That consideration be given to starting a market at Flint & Buckley	Interim response provided.  Outcome to be shared with the Committee when available	Niall Waller	Ongoing
Minutes 14/09/21	Litter from food outlets	Update on Welsh Government initiative to be circulated when available	Gabby Povey	Ongoing – Awaiting on current position from WG
Toilet Strategy	Chief Officer, Cllr Chris Bithell and Cllr Geoff Collett to meet to discuss provision in Mold.	Meeting to be arranged	Katie Wilby	Ongoing
North Wales Growth Deal Report	Programme Manager for the Land and Property Programme of the North Wales Growth Deal to be invited to report to a future meeting of the Committee.	Item on future work programme	Facilitator	Completed

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## Environment & Economy Overview & Scrutiny Committee

<b>Date of Meeting</b>	Tuesday 9 November 2021
<b>Report Subject</b>	Audit Wales review of Town Centre Regeneration
<b>Cabinet Member</b>	Cabinet Member for Economic Development
<b>Report Author</b>	Chief Officer (Planning, Environment and Economy)
<b>Type of Report</b>	<b>Operational</b>

### EXECUTIVE SUMMARY

Audit Wales published a review of town centre regeneration in September 2021. The report sets out recommendations for all levels of government to respond to. In accordance with the Council protocol, the formal responses are to run through the Committee system before being submitted to Audit Wales.

### RECOMMENDATIONS

1	That the Audit Wales recommendations are noted and the proposed response to Audit Wales is approved.
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### REPORT DETAILS

<b>1.00</b>	
1.01	<p>Audit Wales published a review of town centre regeneration in September 2021 (<a href="#">link</a>). It summarises the pressures and trends facing town centres in Wales and actions undertaken so far by the public sector to respond. The report includes recommendations for all levels of Government. Audit Wales have asked local authorities to review the recommendations relevant to them and to provide a formal response.</p> <p>The report sets out six recommendations, three of which it asks local government to respond to. The response to each recommendation is set out below.</p>

R1 Non-domestic rates have not been reviewed in recent years, and the levels charged do not reflect the current rents being achieved in many town centres. We recommend that the Welsh Government review non-domestic rates to ensure that the system better reflects town centre conditions when the payments holiday ends in March 2022.

R2 Many town-centre businesses are impacted adversely by charging for car parking, access to public transport and poor transport infrastructure. We recommend that the Welsh Government work with local authorities to review transport challenges facing town centres and agree how best to address these.

R3 The Welsh Government has directly provided and levered in just under £900 million through 13 funding schemes to help regenerate town centres. However, some aspects of the Welsh Government's management of the funding are considered problematic. To ensure local authorities are able to maximise the impact of funding and tackle the more difficult and longstanding problems that would help transform their town centres, we recommend that the Welsh Government:

- consolidate funding to reduce bureaucracy by streamlining processes and grant conditions and keeping requests for information and supporting materials to a minimum;
- move away from annual bidding cycles to multi-year allocations; and
- rebalance investment from capital to revenue to help local authorities address staff capacity and skills shortages.

R4 The Welsh Government has provided all 22 local authorities with training on how best to use existing enforcement, financial assistance and debt recovery powers, but they are not being consistently nor effectively utilised to support regeneration. We recommend that local authorities take appropriate action, using these existing powers and resources available to achieve the best possible outcome for town centres by:

- using alternative methods of enforcement before using Compulsory Purchase Orders as a last resort;
- integrating enforcement strategies with wider departmental strategies across housing, environmental health, planning and regeneration teams to make more effective use of existing skills and resources; and
- ensuring there is capacity and the right expertise to use the full range of powers, working in collaboration with other councils to achieve good outcomes.

R5 The Welsh Government's 'Town Centres First' approach looks to put the health of town centres at the heart of the decisions taken by the Welsh Government, local authorities, the wider public sector, businesses and communities. This requires a high degree of integration between cross-cutting policy frameworks and decision making to promote town centres above much else. We recommend that the Welsh Government sets out how it plans to deliver this in practice, its expectations of partners and the practical steps it will take to make this ambition a reality.

R6 Town centres are changing, and local authorities need to be receptive to these changes and plan to manage these shifts. We recommend that local authorities use our regeneration tool to self-assess their current



	<p>approaches to identify where they need to improve their work on town-centre regeneration.</p> <p>The Council's proposed formal response follows.</p>
1.02	<p>R1 Non-domestic rates have not been reviewed in recent years, and the levels charged do not reflect the current rents being achieved in many town centres. We recommend that the Welsh Government review non-domestic rates to ensure that the system better reflects town centre conditions when the payments holiday ends in March 2022.</p> <p>Although the Council has not been asked to respond on this recommendation business rates are a frequent area for concern raised by businesses in town centres and the review process has been highlighted as needing action by Welsh Government.</p>
1.03	<p>R2 Many town-centre businesses are impacted adversely by charging for car parking, access to public transport and poor transport infrastructure. We recommend that the Welsh Government work with local authorities to review transport challenges facing town centres and agree how best to address these.</p> <p>The proposed response is:</p> <p>Parking has been free in Flintshire County Council operated car parks since March 2020 to support the local economy during the response to the pandemic. The normal charges remained suspended to help local businesses as they came out of lockdown last summer until recently.</p> <p>Now that the country is at Alert Level 0, and following the reopening of all town centre businesses and hospitality venues, parking charges were reintroduced from 1st October. As both Governments promote economic recovery and are bringing to a close national emergency funds on which public bodies have relied, councils can no longer continue to offset a resumption to some "normality".</p> <p>Charging for designated public car parks is adopted Council policy. The rationale for the original policy covers easing potential congestion and ensuring fair access to parking spaces in the short-stay car parks through a local traffic control system that includes charging. Our charges remain very competitive and we will consider options of special seasonal arrangements e.g. pre-Christmas. We are also open to working in partnership with Town Councils on local options where they are workable.</p> <p>In Flintshire, we have been instrumental over the last four years in leading on North Wales Metro projects and promoting Active Travel across the County with successful bids made to the Welsh Government each year to deliver transport schemes across the county. We have our own county-wide Integrated Transport Strategy for Flintshire, which forms a key element of the North East Wales Metro proposals which are supported and promoted by Welsh Government (WG). We recognise that, in order to provide a long term sustainable transport solution, it is essential that all modes of transport are successfully integrated, whilst maintaining and promoting at its heart, a sustainable, affordable and environmentally</p>

	<p>friendly public transport service, with links to all of Flintshire and the wider region.</p> <p>Active travel and sustainable travel options is a priority for us in the Council Plan and we will be looking to provide opportunities for increasing levels of walking and cycling, and enable access to other alternative and sustainable methods of travel. Additionally, ensuring effective transport connectivity and that the network facilitates and supports recovery and growth is a priority in the Council Plan.</p>
1.04	<p>R3 The Welsh Government has directly provided and levered in just under £900 million through 13 funding schemes to help regenerate town centres. However, some aspects of the Welsh Government’s management of the funding are considered problematic. To ensure local authorities are able to maximise the impact of funding and tackle the more difficult and longstanding problems that would help transform their town centres, we recommend that the Welsh Government:</p> <ul style="list-style-type: none"> <li>• consolidate funding to reduce bureaucracy by streamlining processes and grant conditions and keeping requests for information and supporting materials to a minimum;</li> <li>• move away from annual bidding cycles to multi-year allocations; and</li> <li>• rebalance investment from capital to revenue to help local authorities address staff capacity and skills shortages.</li> </ul> <p>Although the Council has not been asked to respond on this recommendation the current system of funding for regeneration is in need of review. Annual bidding cycles considerably reduce the ability of the Council to plan long term regeneration work programmes and the delivery of capital projects within the structure of inflexible financial years hampers delivery and increases costs. In the absence of longer term revenue funding from Welsh Government local government capacity to develop and deliver regeneration projects is limited and forms a significant constraint to progress.</p>
1.05	<p>R4 The Welsh Government has provided all 22 local authorities with training on how best to use existing enforcement, financial assistance and debt recovery powers, but they are not being consistently nor effectively utilised to support regeneration. We recommend that local authorities take appropriate action, using these existing powers and resources available to achieve the best possible outcome for town centres by:</p> <ul style="list-style-type: none"> <li>• using alternative methods of enforcement before using Compulsory Purchase Orders as a last resort;</li> <li>• integrating enforcement strategies with wider departmental strategies across housing, environmental health, planning and regeneration teams to make more effective use of existing skills and resources; and</li> <li>• ensuring there is capacity and the right expertise to use the full range of powers, working in collaboration with other councils to achieve good outcomes.</li> </ul> <p>The proposed response is:</p> <p>The Council already uses a range of regulatory powers to tackle empty and problem properties. However, use of these powers can be extremely</p>

	<p>time consuming and can ultimately place considerable financial burdens on the Council which cannot always be recouped. The Welsh Government support is therefore welcomed.</p> <p>This approach is featured within the Council’s agreed strategic approach to town centre regeneration adopted in March 2020 and included in the current Council Plan.</p> <p>Following the training provided by Welsh Government earlier in the year, the Council has developed a panel of officers from the different regulatory and regeneration services to ensure that:</p> <ul style="list-style-type: none"> <li>• a shared list of vacant or problem properties is maintained and reviewed regularly;</li> <li>• action by the Council is co-ordinated effectively across the different teams;</li> <li>• owners of properties are offered effective support and encouragement before enforcement action is commenced; and</li> <li>• limited resources are managed through the careful prioritisation of enforcement action based on the length of time properties have been vacant and the scale of problems they are causing to neighbours and communities.</li> </ul>
1.06	<p>R5 The Welsh Government’s ‘Town Centres First’ approach looks to put the health of town centres at the heart of the decisions taken by the Welsh Government, local authorities, the wider public sector, businesses and communities. This requires a high degree of integration between cross-cutting policy frameworks and decision making to promote town centres above much else. We recommend that the Welsh Government sets out how it plans to deliver this in practice, its expectations of partners and the practical steps it will take to make this ambition a reality.</p> <p>Although the Council has not been asked to respond on this recommendation the further clarity recommended by Audit Wales would be welcomed. The principle of “Town Centres First” is fully supported by the Council but a clear delivery plan and resources are needed to underpin the policy.</p>
1.07	<p>R6 Town centres are changing, and local authorities need to be receptive to these changes and plan to manage these shifts. We recommend that local authorities use our regeneration tool to self-assess their current approaches to identify where they need to improve their work on town-centre regeneration.</p> <p>The proposed response is:</p> <p>The Council has undertaken the self-assessment recommended by Audit Wales and has identified a number of areas for further development. Some of these are already in hand but not yet fully realised. Extra staff capacity to deliver these has been agreed by Cabinet and recruitment is underway. Particular areas for further development include:</p> <ul style="list-style-type: none"> <li>• Further work is required to engage stakeholders in the individual towns and translate the County level strategic approach into local delivery plans.</li> </ul>

	<ul style="list-style-type: none"> <li>Continue work on data gathering for town centres to improve Council, partner and business decision-making.</li> </ul> <p>A copy of the self-assessment is included at appendix 1.</p> <p>The overall strategic approach to town centre regeneration will be reviewed to take account of these findings.</p>
1.06	<p>The reporting timetable for the response to Audit Wales, in line with the Council's protocol, is:</p> <ul style="list-style-type: none"> <li>Environment and Economy Overview and Scrutiny Committee 9 November 2021</li> <li>Cabinet 16 November 2021</li> <li>Audit and Governance Committee 17 November 2021</li> </ul>

<b>2.00</b>	<b>RESOURCE IMPLICATIONS</b>
2.01	None arising from this report.

<b>3.00</b>	<b>IMPACT ASSESSMENT AND RISK MANAGEMENT</b>
3.01	None.

<b>4.00</b>	<b>CONSULTATIONS REQUIRED/CARRIED OUT</b>
4.01	None.

<b>5.00</b>	<b>APPENDICES</b>
5.01	Council self-assessment – Appendix 1.

<b>6.00</b>	<b>LIST OF ACCESSIBLE BACKGROUND DOCUMENTS</b>
6.01	Audit Wales report.

<b>7.00</b>	<b>CONTACT OFFICER DETAILS</b>
7.01	<p><b>Contact Officer:</b> Niall Waller (Enterprise and Regeneration Manager)  <b>Telephone:</b> 01352 702137  <b>E-mail:</b> niall.waller@flintshire.gov.uk</p>

<b>8.00</b>	<b>GLOSSARY OF TERMS</b>
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	None

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# Regenerating Town Centres in Wales

Self Evaluation Tool



# Intention

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
We have a long-term vision for all our town centres.		The Council has set out an ambitious long-term strategy for town centre regeneration. This is included in the Council Plan. However, this has not yet been translated into action plans for each of the towns in Flintshire. Development of an action plan for Shotton is underway. The Council has committed extra resources to the regeneration team to facilitate this work.
We have committed, highly visible political leaders for town centre regeneration.		The Council has set out a clear public leadership position on town centre regeneration, including within the Council Plan. However, more needs to be done to raise awareness of the Council's approach and to engage stakeholders locally in each town centre.
Our approach to town centre regeneration is integrated with our key strategies and plan – eg Wellbeing Plan, corporate priorities and other community, council and regional strategies.	The Council approach to regeneration is highlighted within the Council Plan alongside other strategic priorities.	
We have set SMART objectives for town centre regeneration.		Further work is needed to develop and articulate objectives with stakeholders in each town.



We are clear on the benefits and risks of town centre regeneration for citizens, the local economy and local communities.

Further work is needed to develop and articulate objectives with stakeholders in each town.

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
We have a clear accountability framework to govern and scrutinise our decisions in regenerating town centres.	Progress on town centre regeneration is reported at both Cabinet and Overview and Scrutiny committees.	
We have agile and effective decision-making processes when approving our work on town centres.	Internal decision making processes have been able to respond effectively and efficiently to the needs of the towns both during the pandemic and as the recovery process begins. The Council has established both a multiagency Economic Recovery Group and an internal co-ordinating Places group to help with this.	
We act in a transparent way and everyone is clear on how decisions on town centre regeneration activities are made and by whom.	The work of the groups above and internal decision making processes are transparent and open to scrutiny.	
Those who make decisions on town centre regeneration are accountable for their choices and are held to account through clear governance arrangements.	The work of the groups above and internal decision making processes are transparent and open to scrutiny.	

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
We have enough staff and resources to undertake town centre regeneration work.		The team has been too small for some years to meet the regeneration aspirations of the Council. However, the Council has invested in extra staff resources to support the programme. Capital resources are scarce and WG funding is too limited to make a transformative impact. The Council bids for external resources wherever viable opportunities occur.
We have staff in the right services and with the required seniority to undertake town centre regeneration work.		Further recruitment is currently underway which will fill the remaining gap needed.
We have a can-do culture and entrepreneurial mindset within the council for town centre regeneration.	The culture and mindset within the Council facilitates innovation and experimentation in regeneration. Capacity (as above) has traditionally limited the ability to try new approaches rather than culture.	
We can recruit the right people with the right skills to deliver our town centre regeneration work.		This is extremely challenging. Regeneration posts can be very difficult to fill.

<p>We have embedded regeneration with programmes of long-term transformation and/or recovery from COVID-19.</p>	<p>Regeneration and wider economic and community recovery are fully integrated through the structures highlighted above.</p>	
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Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We are able to secure the resources we need to undertake town centre regeneration.</p>		<p>Limited staff resources have impacted on the ability of the Council to develop shovel-ready projects but this work is now underway. Capital and revenue resources are limited which reduces potential impact. External resources are bid for wherever viable opportunities arise. WG funding can often be short term, offered late in the financial year and with restrictive criteria which reduces availability of resources.</p>

# Involvement

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We effectively communicate internally and externally about what the council and its partners are trying to achieve through our town centre regeneration work.</p>		<p>Further work is needed to articulate the Council's strategic approach to town centre regeneration. Development of action plans with stakeholders in each town is required. Internally, a Places Group facilitates effective communication about town centre regeneration across the relevant Council departments. The Council has appointed an officer to focus on communication with stakeholders, especially the town centre business communities.</p>
<p>We draw on the expertise and knowledge of partners, businesses, citizens and stakeholders when identifying and agreeing our priorities for town centre regeneration.</p>		<p>Development of action plans with stakeholders in each town is required. The Council has appointed an officer to focus on communication with stakeholders, especially the town centre business communities.</p>
<p>Our priorities for town centre regeneration reflect the feedback we receive from partners, businesses, citizens and stakeholders.</p>		<p>As above.</p>

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We enable all our stakeholders to be fully involved in identifying and agreeing town centre regeneration priorities:</p> <ul style="list-style-type: none"> <li>• Elected Members</li> <li>• Welsh Government</li> <li>• Local Health Board</li> <li>• Fire and Rescue Authority</li> <li>• National Park Authority</li> <li>• Police</li> <li>• Police and Crime Commissioner</li> <li>• Town and Community Councils</li> <li>• Business Improvement Districts</li> <li>• Chamber of Commerce</li> <li>• Social Enterprises</li> <li>• Local community groups</li> <li>• Individual citizens</li> </ul>		<p>Development of action plans with stakeholders in each town is required. The Council has appointed an officer to focus on communication with stakeholders, especially the town centre business communities.</p>
<p>We encourage partners, businesses, citizens and stakeholders to develop solutions that help regenerate our town centres.</p>		<p>Development of action plans with stakeholders in each town is required. The Council has appointed an officer to focus on communication with stakeholders, especially the town centre business communities.</p>

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We support community-led regeneration and actively encourage our partners, businesses, citizens and stakeholders to lead on town centre regeneration by encouraging and working through:</p> <ul style="list-style-type: none"> <li>• Business Improvement Districts</li> <li>• Town and Community Councils</li> <li>• Place Plans</li> </ul>		<p>Development of action plans with stakeholders in each town is required.</p>
<p>We draw on and utilise the skills and knowledge of our local partners, businesses and stakeholders to help us develop our regeneration programme.</p>		<p>As above.</p>
<p>We actively seek feedback from the community on an ongoing basis about our planned, ongoing and future town centre regeneration work.</p>		<p>As above.</p>



Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We use a wide range of data to understand our town centres and identify the priorities for action.</p>		<p>The Council has a number of areas of work underway to improve availability of data for its decision making and to share with partners and businesses. This includes:</p> <ul style="list-style-type: none"> <li>• Assessment of towns across North Wales including a wide range of data sets (including many of those suggested by Audit Wales).</li> <li>• Business mix and vacancy data for Flintshire towns 2010-21 commissioned.</li> <li>• Participating in WG Smart Towns programme to which will include footfall counters in all town centres.</li> <li>• Hoping to purchase mobile phone data as part of regional project to map demographics of town centre users, catchment areas and movement patterns.</li> </ul>
<p>Our data covers:</p> <ul style="list-style-type: none"> <li>• Footfall</li> <li>• Digital – Wi-Fi usage, social media interactions, travel movements, etc</li> <li>• Property – rent, profit margins and empty units</li> <li>• Catchment demographics</li> <li>• Interdependency of towns</li> </ul>		
<p>We make transparent decisions based on good quality information when deciding on town centre regeneration.</p>		<p>This will be the case once the above is in place.</p>

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We receive good quality information to:</p> <ul style="list-style-type: none"> <li>• judge whether we should approve a town centre regeneration project; and</li> <li>• monitor and fully evaluate performance of our delivery of town centre regeneration</li> </ul>		<p>This will be the case once the above is in place.</p>
<p>We have a confident decision-making culture and elected members are not afraid of challenging officers and holding people to account.</p>	<p>The Council committee structure enables this to take place.</p>	
<p>We regularly review our town centre regeneration work to ensure our actions and decisions are the right ones.</p>		<p>Although this is reviewed at the County level further work is needed at the town level.</p>
<p>We amend our town centre regeneration programmes to reflect changing needs and demands.</p>	<p>The current strategic approach is reviewed and amended annually.</p>	

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We set targets and measures of success for town centre regeneration to judge improvement over time, and monitor these when they have been agreed.</p>		<p>Individual projects are monitored but, in the absence of the data sets above, assessment of overall improvement has not been possible. This will be easier in the future.</p>
<p>We jointly take corrective action as a result of our ongoing evaluation of town centre regeneration programmes.</p>		<p>Individual projects are monitored but, in the absence of the data sets above, assessment of overall improvement has not been possible. This will be easier in the future.</p>
<p>We share learning and draw on evidence from other councils in Wales and elsewhere to learn what does/does not work, the challenges we face and the potential rewards.</p>	<p>There is a strong regional partnership for town centre regeneration with active shared learning and joint working.</p>	
<p>We have robust performance management arrangements in place to monitor evaluation of past regeneration programmes.</p>		<p>There have been very few past regeneration programmes due to a historic lack of funding in the region. Where there have been programmes they have been for capital investment in public realm and building improvements which remain in place.</p>

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We review the effectiveness of our past decisions on town centre regeneration to understand what worked and what did not.</p>		<p>In the absence of the data sets above, assessment of overall improvement has not been possible. This will be easier in the future.</p>
<p>We undertake post-implementation evaluation of individual town centre regeneration schemes to check that the objectives we set were delivered.</p>		<p>There have been very few past regeneration programmes due to a historic lack of funding in the region. Where there have been programmes they have been for capital investment in public realm and building improvements which remain in place.</p>
<p>We can draw on robust information that shows how our regeneration work is:</p> <ul style="list-style-type: none"> <li>• improving local people’s social and health wellbeing;</li> <li>• improving the quality of buildings and homes in our town centres; and</li> <li>• delivering carbon reduction targets and improving green infrastructure.</li> </ul>		<p>The Council, as it develops current projects, is able to articulate the benefits to these areas. Direct impacts cannot always be easily attributed though so further work is needed.</p>

# Intervention

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We have defined and clarified roles, responsibilities and our legal powers to support our town centre regeneration work.</p>	<p>The Council has established a cross-department panel to co-ordinate and combine use of legal powers in respect of town centre property intervention.</p>	
<p>We can draw on and utilise the skills and knowledge of our partners, the Welsh Government and stakeholders to help us take legal action to regenerate town centres.</p>	<p>The Council has fully engaged the WG support for enforcement.</p>	

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We provide landlords, businesses, partners and stakeholders with good quality advice and guidance including:</p> <p>Advice to landlords on options for sale, rent and ownership</p> <ul style="list-style-type: none"> <li>• List of agents to help sell/rent</li> <li>• Discounted fees through Auctioneer Scheme</li> <li>• Identify and list potential Investors/Developers</li> <li>• List of approved Builders/Architects</li> <li>• Free composite Schedule of Works</li> </ul>		<p>The Council has established a cross-department panel to co-ordinate and combine use of legal powers in respect of town centre property intervention. This will also help to co-ordinate support to property owners. This is newly established.</p>

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We support landlords to tackle empty premises by offering a wide range of services including:</p> <ul style="list-style-type: none"> <li>• Use LA website to promote/ advertise land/buildings for owners</li> <li>• Home Improvement Agency</li> <li>• Council run Private Sector Leasing scheme</li> <li>• Social lettings scheme to match applicants to private rented homes</li> <li>• Public Request Ordering Proposals</li> <li>• Direct purchase by LA or RSL</li> <li>• LOTS and HARPS to create homes above shops</li> </ul>		<p>The Council has used incentives for many years to support property owners, when resources have been available to do so. These resources have fluctuated over time. Further work is required to structure these approaches as part of the overall approach to enforcement and town level action plans.</p>

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We provide landlords, businesses, partners and stakeholders with financial support to help regenerate town centres including:</p> <ul style="list-style-type: none"><li>• Improvement grants linked to nominations to properties</li><li>• Loans for improvement work (interest free or interest bearing)</li><li>• Commercial lending advice</li><li>• Discount VAT and/or Capital Allowance schemes</li></ul>	<p>The Council, wherever resources allow, provides incentives to property owners for regeneration including grants and loans. Resources tend, though, to fluctuate over time.</p>	



Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We proactively take enforcement action to regenerate town centres fully using:</p> <ul style="list-style-type: none"> <li>• S.215 of the Town and Country planning Act 1990 – CPO</li> <li>• S.77-79 of the Building Act 1984 – dangerous structures, ruinous and dilapidated</li> <li>• Housing Acts 1985 and 2004 – improvement notices, EDMOs, demolition, clearance and CPO</li> <li>• S.79-80 of the Environmental Protection Act 1990 – statutory nuisance</li> <li>• S.4 of the Prevention of Damage by Pests Act 1949 – treat pests</li> <li>• S.29 Local Government (Miscellaneous Provisions) Act 1982 – boarding up</li> <li>• Listed Buildings/Urgent Works notice</li> <li>• Public Health Acts 1936 and 1961 – filthy and verminous</li> <li>• Naming and shaming landlords (publicity)</li> </ul>		<p>The Council already uses a range of regulatory powers to tackle empty and problem properties. However, use of these powers can be extremely time consuming and can ultimately place considerable financial burdens on the Council which cannot always be recouped.</p> <p>Following the training provided by Welsh Government earlier in the year the Council has develop a panel of officers from the different regulatory and regeneration services to ensure that:</p> <ul style="list-style-type: none"> <li>• a shared list of vacant or problem properties is maintained and reviewed regularly;</li> <li>• action by the Council is co-ordinated effectively across the different teams;</li> <li>• owners of properties are offered effective support and encouragement before enforcement action is commenced; and</li> <li>• limited resources are managed through the careful prioritisation of enforcement action based on the length of time properties have been vacant and the scale of problems they are causing to neighbours and communities.</li> </ul>

Action needed	Yes, we are good at this and no further work is required	No, there is more for us to do
<p>We use our powers to encourage empty buildings to be brought back into use in town centres:</p> <ul style="list-style-type: none"> <li>• Council Tax, Statutory Debts or Business Rates debt recovery (Bankruptcy, charging orders or Bailiffs)</li> <li>• County Court or Enforced Sales Procedure</li> <li>• Empty Homes and Holiday Homes Premium</li> <li>• Prosecution</li> <li>• Compulsory Purchase Order</li> <li>• Empty Management Dwellings Order</li> <li>• Enforced Sales Procedure</li> <li>• Direct Purchase</li> </ul>		As above.



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## Environment & Economy Overview & Scrutiny Committee

<b>Date of Meeting</b>	9 November 2021
<b>Report Subject</b>	Greenfield Valley Strategy - update
<b>Cabinet Member</b>	Cabinet Member for Economic Development and Countryside
<b>Report Author</b>	Chief Officer (Planning, Environment & Economy)
<b>Type of Report</b>	Operational

### EXECUTIVE SUMMARY

The Greenfield Valley Trust is responsible for the strategic management of the Greenfield Valley Heritage Park on behalf of Flintshire County Council under a Management Agreement; and is currently preparing a new 10 year strategy to guide the future development of the Park.

The Trust has just concluded a public consultation and partner engagement exercise to establish people's views on how the Valley can be taken forward. This report summarises the main vision and themes of the strategy and summarises the findings from the consultation.

### RECOMMENDATIONS

1	That Members note the work undertaken so far to develop a new 10 year Strategy for Greenfield Valley Heritage Park and the findings from the public and partner engagement.
2	That Members support the ongoing development of the strategy and provide comment on the key elements of the strategy as part of the consultation.

## REPORT DETAILS

1.00	<b>EXPLAINING THE GREENFIELD VALLEY STRATEGY UPDATE</b>
1.01	The Greenfield Valley Trust works closely with Flintshire County Council under a Management Agreement to maintain and enhance the 70 acre Greenfield Valley. The site is managed on a day-to-day basis by staff from Flintshire County Council's Countryside Sites Team whilst the museum is overseen by Aura. The Greenfield Valley Trust are responsible for the strategic management of the Valley.
1.02	A period of engagement with public, partners and stakeholders was undertaken over August and September 2021. This consultation is about the 'Big Picture' - an overview of the things which the Valley should focus on over the next 10 years. Informed by this, the Trust will produce a rolling three and one-year plan setting out the activities required to deliver the Vision.
1.03	The proposed Vision is:  "In a decade, the Greenfield Valley will be the preferred destination in Northeast Wales offering an engaging mix of cultural, environmental, heritage and leisure experiences".
1.04	The 5 main themes of the strategy are as follows:  <b>'Treasure Our Heritage'</b> - 'Collect, preserve and explain the diverse history of the Greenfield Valley through the monuments, buildings and collections in our care'  <b>'Cherish Our Natural Environment'</b> - 'Protect, maintain, manage and enhance the valley's natural environment.'  <b>'Strengthen Our Communities'</b> - "Use the natural environment, monuments, buildings and collections of the valley to provide quality social, leisure, health & wellbeing and learning experiences tailored to the needs of local communities.'  <b>'Inspire Our Tourists'</b> - 'Attract and welcome tourists to the Valley giving them an experience that exceeds their expectations.'  <b>'Direct Our Organisation'</b> - 'Secure long-term economic sustainability for the Valley whilst ensuring that we are an effective charity delivering our charitable aims through efficient strategic management.'
1.05	In the period from August to early October 2021 the Greenfield Valley Trust, supported by the staff of Flintshire County Council, carried out a consultation exercise, asking visitors and local residents about their views on the future of the Greenfield Valley.

1.06	The consultation was promoted online via the website and social media, via the Press, through leaflets and posters and through business cards handed out in the visitor centre and distributed in the Valley by members of the Trust Board. A specially produced video played in the visitor centre and on the Valley's website.																		
1.07	A total of 127 people responded to the overall questions with some of these choosing to go on and respond to the more detailed questions.																		
1.08	The respondents were generally from the local area with 58% coming from Greenfield or Holywell and a further 26% coming from elsewhere in Flintshire with the remaining 16% coming from further afield.																		
1.09	<p>The public were asked what features/places of the valley were important to them. The following table highlights the most and least popular answers:</p> <table border="1" data-bbox="323 685 1385 1328"> <tr> <td data-bbox="323 685 759 745">Walks, walking, paths trails</td> <td data-bbox="759 685 1385 745">34%</td> </tr> <tr> <td data-bbox="323 745 759 806">Abbey</td> <td data-bbox="759 745 1385 806">26%</td> </tr> <tr> <td data-bbox="323 806 759 911">Play area, playground, play park</td> <td data-bbox="759 806 1385 911">23%</td> </tr> <tr> <td data-bbox="323 911 759 972">Café</td> <td data-bbox="759 911 1385 972">21%</td> </tr> <tr> <td data-bbox="323 972 759 1032"></td> <td data-bbox="759 972 1385 1032"></td> </tr> <tr> <td data-bbox="323 1032 759 1093">Events</td> <td data-bbox="759 1032 1385 1093">4%</td> </tr> <tr> <td data-bbox="323 1093 759 1153">Gardens</td> <td data-bbox="759 1093 1385 1153">3%</td> </tr> <tr> <td data-bbox="323 1153 759 1214">Bandstand</td> <td data-bbox="759 1153 1385 1214">1%</td> </tr> <tr> <td data-bbox="323 1214 759 1328">Feel of Valley which has been lost/destroyed</td> <td data-bbox="759 1214 1385 1328">1%</td> </tr> </table>	Walks, walking, paths trails	34%	Abbey	26%	Play area, playground, play park	23%	Café	21%			Events	4%	Gardens	3%	Bandstand	1%	Feel of Valley which has been lost/destroyed	1%
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1.10	86% of respondents agreed with the proposed Vision and 96% of the respondents agreed that the 5 themes were the most important things to include in the strategy.																		
1.11	<p>The consultation also took the opportunity to find out the views of people on:</p> <p><b>Valley Zones</b> - Many people come to the Valley's Heritage Museum and Play Area. It's proposed to identify 'Valley Zones' to highlight the different areas of the Valley which we can look at in the detailed plans. 97% of people agreed.</p> <p><b>Welsh Language</b> – Although the Trust supports the Welsh language, as a charity the Trust is not bound by the national legislation, do people think we should treat the Welsh and English languages equally? 100% agreed</p> <p><b>More tourists</b> – Some people like the calmness of the Valley and fear more tourists would disrupt this, do people think that it would be good to have more tourists visiting and supporting the Valley? 100% agreed</p> <p><b>Environmental sustainability</b> –should the Valley treat national environmental objectives of carbon neutrality, biodiversity and</p>																		

	environmental sustainability as equal to, or more important than, other potential investments. 90% of people agreed it should.
1.12	In addition to the general public consultation, contact has been made with key partners - Holywell Town Council, the Diocese in respect of The Well, Cadw & Aura. Partners have agreed that they are happy to work together to ensure strategies are aligned. A number of key projects were also identified with potential for future work together.
1.13	Contact has also been made with a wider stakeholder group including: Groundwork North Wales, Sustrans, RSPB, Wildlife Trust, Natural Resources Wales, Visit Wales, Flintshire Local Voluntary Council, Public Health Wales and local schools.
1.14	The Trust's Next steps are to draft the ten year Strategy and to consider the detail of the first three year and one year plans to deliver the Strategy. It is hoped that the Strategy will be agreed by 2022.

<b>2.00</b>	<b>RESOURCE IMPLICATIONS</b>
2.01	The Valley is currently funded through income from entrance fees, shop sales, event fees, external grant aid and support from Flintshire County Council.(FCC)
2.02	Operational staff are provided by FCC through the Access & Natural Environment Service.
2.03	The Strategy production cost is being met through existing Trust budgets. A great deal of additional voluntary work has been contributed by Trustees to produce the strategy and design and carry out the consultation.
2.04	The Strategic theme 'Direct our Organisation' looks in detail at how the Trust will strive to secure long-term economic sustainability for the Valley.
2.05	The Strategy ambition and outputs over and above the current operational resource level will be met through attracting external funding. They will not not impact on core FCC budgets. This will be developed further through the 3 year intermediate plan.

<b>3.00</b>	<b>CONSULTATIONS REQUIRED / CARRIED OUT</b>
3.01	As detailed in Section 1

<b>4.00</b>	<b>RISK MANAGEMENT</b>
4.01	The strategy is an important component in the management of the valley and underpins the Management agreement with Flintshire County Council.



<b>5.00</b>	<b>APPENDICES</b>
5.01	Consultation response document

<b>6.00</b>	<b>LIST OF ACCESSIBLE BACKGROUND DOCUMENTS</b>
6.01	<b>Contact Officer: Tom Woodall, Access &amp; Natural Environment Manager</b> <b>Telephone: 01352 703902</b> <b>E-mail: tom.woodall@flintshire.gov.uk</b>

<b>7.00</b>	<b>GLOSSARY OF TERMS</b>
7.01	Greenfield Valley Heritage Trust - The Valley Trust is a registered company and charitable organisation, established to manage the Greenfield Valley on behalf of Flintshire County Council.

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# Results from the Public Consultation on the Greenfield Valley Strategy 2021



Greenfield Valley  
Dyffryn Maes Glas

In the period August to early October 2021 the Greenfield Valley Trust, supported by the staff of Flintshire County Council, carried out a consultation exercise asking visitors and local residents about their views on the future of the Greenfield Valley.

The consultation was promoted online via the website and social media, via the press, through leaflets and posters and through business cards handed out in the visitor centre and distributed in the Valley by members of the Trust Board.

A specially produced video played in the visitor centre and on the Valley's website.

All promotional material was bilingual.

Responses could be made online or written on paper versions of the questionnaires available at the visitor centre.

The consultation was structured to allow respondents to quickly answer some questions about the overall future plans and then choose whether to go beyond this into more detailed responses in respect of ideas and themes suggested by the Trust.

Respondents could answer as many of the questions as they wished. They were also invited to add their own comments.

This report summarises the findings and gives access to the detailed comments received.

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## RESULTS SUMMARY

THE RESPONDENTS	
<b>How many responded?</b>	127 people responded to the overall questions with some of these choosing to go on and respond to the more detailed questions
<b>Where were they from?</b>	The respondents were generally from the local area with 58% coming from Greenfield or Holywell and a further 26% coming from elsewhere in Flintshire. The remaining 16% were from - NE Wales outside Flintshire (7 %) the UK outside Wales (7%) and Wales outside NE Wales (2%).
<b>What features of the Valley are important to them?</b>	
<b>What places and things in the Valley are important to you? (Where do you go? What do you do?)</b>	<b>% of all Responses referring to this</b>
Walks, walking, paths trails	34%
Abbey	26%
Play area, playground, play park	23%
Café, hatch, bakehouse	21%
Farm, animals	19%
Nature, plants, trees, natural environment	17%
History, ruins	17%
Museum, exhibits, Heritage Centre, rail and steam museum	15%
Lakes, water, pools	15%
Place for dog walking	11%
Fitness, health, mental health, peace, tranquillity	9%
Maze	7%
All of it	6%
Social aspects – meeting friends and family	6%
Events	4%
Gardens	3%
Bandstand	1%
Feel of Valley which has been lost/destroyed	1%
More detail and comments and suggestions from respondents about what is important to them in the Valley are available. <a href="#">Details of these responses here</a>	

<b>RESPONSE TO OUR VISION</b>	
Did respondents agree with our vision that 'In a decade, the Greenfield Valley will be the preferred destination in Northeast Wales offering an engaging mix of cultural, environmental, heritage and leisure experiences.'	86% agreed (21 responses)
We asked: Would you change or add to this statement?	<a href="#">The responses can be accessed here</a>
<b>RESPONSE TO OUR FIVE THEMES</b>	
<b>Did the respondents support the five main themes we suggested?</b> 'Treasure our Heritage'. 'Cherish Our Natural Environment' 'Strengthen Our Communities' 'Delight Our Tourists' 'Direct Our Organisation'	96% of the respondents agreed that these were the most important things for us to look at.  Some respondents went on to answer the more detailed questions on each of these themes.....
'Treasure Our Heritage'	
Did respondents agree with our objective to: 'Collect, preserve and explain the diverse history of the Greenfield Valley through the monuments, buildings and collections in our care'	100% of respondents agreed with this objective (36 responses in total).
We asked: Are there any comments you wish to make about it or how we should manage and celebrate our heritage?	<a href="#">The responses can be accessed here</a>
'Cherish Our Natural Environment'	
Did respondents agree with our objective to: 'Protect, maintain, manage and enhance the Valley's natural environment.'	97% of respondents agreed (33 responses in total)
We asked: Are there any comments you wish to make about it or the Valley's natural environment?	<a href="#">The responses can be accessed here</a>
'Strengthen Our Communities'	
Did respondents agree with our objective to: 'Use the natural environment, monuments, buildings and collections of the Valley to provide quality social,	97% of respondents agreed (29 responses in total)

leisure, health & wellbeing and learning experiences tailored to the needs of local communities.'	
We asked: Are there any comments you wish to make about the Trust's thoughts described on this page?	<a href="#">The responses can be accessed here</a>
'Inspire Our Tourists'	
Did respondents think it would be good to have more tourists visiting and supporting the Valley?	100% said yes (23 responses in total)
Did respondents agree with our objective to: 'Attract and welcome tourists to the Valley giving them an experience that exceeds their expectations.'	100% of respondents agreed (23 responses in total).
We asked: Are there any comments you wish to make about this objective or the Trust's thoughts described on this page?	<a href="#">The responses can be accessed here</a>
'Direct Our Organisation'	
<i>Welsh and English Languages</i>	
Did respondents think that we should treat the Welsh and English languages equally?	100% of respondents said that we should (22 responses)
We asked if there were any comments on this matter.	<a href="#">The responses can be accessed here</a>
<i>Environmental sustainability</i>	
Did respondents think that we should treat national environmental objectives of carbon neutrality, biodiversity and environmental sustainability as equal to, or more important than, other potential investments?	90% of respondents said that we should treat them as equal to or more important (20 responses in total).
We asked if there were any comments on this matter.	<a href="#">The responses can be accessed here</a>

<b>IDENTIFYING ZONES IN THE VALLEY</b>	
Did respondents think it was a good idea to identify different Zones in the Valley?	97% of respondents said it was a good idea (74 responses in total)
We asked: Do you have any comments on the Zones suggested?	<a href="#">The responses can be accessed here</a>

## FINANCING THE VALLEY

### Ideas for Raising Money

What ideas, used by other places, did respondents consider we should use to raise money to invest in our site?:

Ideas to raise money used elsewhere	% Response to each suggestion		
	Yes	No	Don't Know
Attracting more people to pay entrance fees, buy food etc:	76	24	0
Increasing Entrance Fees	9	79	12
Charging more for food and drinks	12	78	10
Charging for car parking	23	74	3
Charging visitors at a higher rate than local people	36	51	13
Charging more for events	38	44	18
Arranging more events	91	5	4
Renting out spaces for events and private hire	93	4	3
Creating new things to do – activities, eating out, exhibitions	96	2	2

We asked: Can you suggest other ideas to make money to support the Valley?

[The responses can be accessed here](#)

### Applying for and using Grants

Did respondents want us to apply for grants to make big changes and improvements, as long as we protect the Valley's history. Did they want to see new things, or no changes?

In general respondents supported the use of grants to maintain and improve the site. There was also support for new things to do and see. There was caution about the amount of change respondents wished to see in the Valley.

[All the responses can be accessed here.](#)



## RESPONSES IN DETAIL

We asked:

What places and things in the Valley are important to you?

(Where do you go? What do you do?)

119 people wrote something in response to this question.

We have looked at all the responses and analysed what features were referred to in the comments. Most comments referred to more than one feature with 279 referred to in total.

All but one comment referred to the features in a positive or neutral way but comments and suggestions for desirable improvements were also made in this section. These comments on improvements have been included in the section on 'other things you think are important' as this was where most of the respondent's suggestions for improvements were made.

*Note that:*

- *This analysis is based on the words that people chose to use it is therefore indicative of the features that people particularly like, and chose to refer to, rather than a scientific analysis of what is most important.*
- *The numbers below indicate the number of times particular features were mentioned. It does not mean that features mentioned less, or not at all, are not considered important by those responding.*

What places and things in the Valley are important to you? (Where do you go? What do you do?)	No of mentions	% of all responses referring to this	Some quotes reflecting what respondents find important to them:
Walks, walking, paths trails	41	34%	<ul style="list-style-type: none"> <li>• 'Walking from Holywell town down to the Abbey on a well-cared for path.'</li> <li>• 'The walk up the hill is lovely, a really gentle climb up to Holywell.'</li> </ul>
Abbey	31	26%	<ul style="list-style-type: none"> <li>• 'The Abbey is a favourite.'</li> <li>• 'The architecture of Basingwerk Abbey.'</li> <li>• 'Picnic at the Abbey ruins.'</li> </ul>
Play area, playground, play park	27	23%	<ul style="list-style-type: none"> <li>• 'I like the play park for my daughter.'</li> <li>• 'I became a member so that I can take my 3 year-old granddaughter there whenever we want to go. She likes to look at the animals and to play in the play area so that's what we do....'</li> </ul>
Café, hatch, bakehouse	24	21%	<ul style="list-style-type: none"> <li>• 'We stop off at the little café in the wall for a coffee and a light bite...We deserve that after walking.'</li> <li>• 'Love the addition of the Bakehouse and Hatch.'</li> <li>• 'The fact that the Hatch and Bakehouse are open is fantastic.'</li> </ul>

Farm, animals	23	19%	<ul style="list-style-type: none"> <li>• 'We love the farmyard, it's a cosy special place full of nostalgia.'</li> <li>• 'My daughter loves the animals.'</li> </ul>
Nature, plants, trees, natural environment	20	17%	<ul style="list-style-type: none"> <li>• 'We love the unspoilt and peaceful atmosphere and exploring nature is great for the kids.'</li> <li>• 'Seeing the valley at different times of the year with the changing flora and fauna is always interesting.'</li> </ul>
History, ruins	20	17%	<ul style="list-style-type: none"> <li>• 'The history is really important to me. I like to wander and read the 'history boards'.'</li> <li>• 'The historical aspects. It's very important to me that our children understand how lucky they are to be alive now. Life was hard back when the mills were running...'</li> </ul>
Museum, exhibits, Heritage Centre, rail and steam museum	18	15%	<ul style="list-style-type: none"> <li>• 'The heritage centre is a brilliant, safe environment for my 3-year old and 10-month old.'</li> <li>• 'The old buildings.'</li> <li>• 'Rail and Steam museum.'</li> </ul>
Lakes, water, pools	18	15%	<ul style="list-style-type: none"> <li>• 'The lakes are hugely important to our family.'</li> <li>• 'The lakes are important; they bring a calm and quiet to my life.'</li> </ul>
Place for dog walking	13	11%	<ul style="list-style-type: none"> <li>• 'It's a lovely place to visit, dogs are welcome, there is something for all ages.'</li> <li>• 'Greenfield Valley is my favourite place in the area to walk my dog and meet up with family...'</li> </ul>
Fitness, health, mental health, peace, tranquillity	11	9%	<ul style="list-style-type: none"> <li>• 'I walk the Valley to clear my head and enjoy the beautiful scenery.'</li> <li>• 'We walk through the valley looking at the history and keeping fit.'</li> <li>• 'I use the Valley for running and walking.'</li> </ul>
Maze	8	7%	<ul style="list-style-type: none"> <li>• 'We visit regularly with our children – they love the maze...'</li> <li>• 'My two children love the maze...'</li> </ul>
All of it	7	6%	<ul style="list-style-type: none"> <li>• 'Enjoy walking through the entire valley to enjoy its heritage.'</li> <li>• 'All areas are important to me. We are so fortunate to have this beautiful place on our doorstep.'</li> <li>• 'All of it as different areas visited on different occasions'</li> </ul>
Social aspects – meeting friends and family	7	6%	<ul style="list-style-type: none"> <li>• 'Meeting fellow walkers and stopping for a chat.'</li> <li>• 'I've met a lot of people walking in the Valley. It is lovely.'</li> <li>• 'My friends and I now regularly meet in the Bakehouse for a catch up over some lovely food and a few drinks.'</li> </ul>
Events	5	4%	<ul style="list-style-type: none"> <li>• 'Exciting, interesting and Welsh language events.'</li> <li>• 'We...enjoy taking the grandchildren in to see the farm animals... Great that you have events for them too.'</li> </ul>
Gardens	4	3%	<ul style="list-style-type: none"> <li>• 'Helping with the gardening.'</li> <li>• 'The gardens and the walks.'</li> </ul>
Bandstand	1	1%	
Feel of Valley which has been lost/destroyed	1	1%	

Comments and Suggestions from respondents are on the following pages.

Comments and Suggestions about what is important to respondents about the Valley and what other things could be done

More events. A treasure hunt around the park.
Accessibility for all.
I would like there to be a little kiosk or shack selling food further up the valley. Currently it's only by the farm, so you have to go the whole length. It would be a nice option further up, possibly by the flowey.
Sorting the fairy walk out for the children.
Bringing the community together
Maybe a bigger selection of animals
Making disabled access a priority on a number of occasions the big gate by the old visitor centre has been locked.
Parking can be a problem when events are on
Needs to be dementia friendly / age friendly (both in terms of understanding/ training for staff as well as accessibility. E.g. Darker coloured mats at entrance to visitor centre could be a barrier for someone with dementia. Plenty of benches and resting areas. Would be great to have an indoor meeting area or resource centre, somewhere for local groups to use and perhaps an accessible picnic area.
Educational tours for schools showing how life has changed since the formation of the valley, e.g.: schools, agriculture, industry etc.
Making it "pandemic proof", as in carrying on finding ways to ensure the valley stays financially viable during any future restrictions. Either through outdoor activities, awareness campaigns, basically more of what you have been doing over the last year which has been fantastic!
Maintaining the peace in the valley walks e.g. Discouraging the use of electric scooters and skateboards racing on the paths.
Making sure there is no litter around.
The lakes are not looking very healthy, as they are clogged up with weed and Lilys. Especially the largest (flourwey). The top lake is drained but looked amazing earlier this year when the heavy rain filled it temporarily. Maybe they need a waterway expert to take a look ?
Petting area in farm. More animals rabbits and guinea pigs etc.
Lack of benches prohibits those less able to walk / walk for lengthy periods from visiting. More benches would also allow people to sit and relax whilst looking at the views, nature etc.
If you are concerned about the Valley's history - then stop making sites and buildings out of bounds or closed off such the Battery Works and Lower Cotton Mill. Please refill the Battery Works pool with water, it looks so sad empty and I loved seeing the circular waterfall. Why have you filled all the windows in the Battery works with modern bricks, Why did you remove the wooden roof beams in the Abbey. You blame things on Vandals - when you are the very vandals for removing or altering the original appearance.

<p>If you are concerned about the natural environment - then stop putting fences up everywhere, cutting down trees and putting tarmac everywhere</p>
<p>PLEASE MAKE IT COMPULSORY THAT DOGS ARE KEPT ON LEADS AT ALL TIMES IN ALL AREAS OF THE VALLEY. FOR THE SAFETY OF OTHER PEOPLE AND DOGS. I know many close relatives and friends who have been attacked or had their dog attacked because people are so dumb. I keep my dogs on leads at all times but will no longer visit the valley with my dogs as I consider it too dangerous for them</p>
<p>There could potentially be more animals to make it more like a farm park, to bring more people to the valley. Maybe provide a food festival or market there occasionally.</p>
<p>Pond often has floating debris Take carrier bag every morning to pick up litter from the abbey. Sometimes find remnants of fires</p>
<p>The feel of the valley which has been lost/destroyed. See above. What there is now is a false representation of the valley as it used to be.</p>
<p>It needs to be financially viable to support the valley also.</p>
<p>Providing a space for educational, learning, activities from children and lifelong learners.</p>
<p>I think the quite recent addition of The Hatch snack bar is excellent as is the cafe. I am also asked frequently about public toilets in the valley and do think there is a need for some to be installed.</p>
<p>Regular clean ups of algae, overgrown weeds and trolleys, junk and lifesaving rings thrown in.</p>
<p>Encouraging nationwide schools, colleges and universities to visit and learn for history projects.</p>
<p>Things for the youth in the area to do</p>
<p>A variation in what is offered at the valley. Unfortunately, through no fault of their own, museums have become obsolete in a world of tech. I think museums in general need to catch up with the times and make things more interactive. Children are addicted to screens.</p>
<p>I think it important that local people, particularly young people, are involved in order that they develop a sense of ownership and pride in the valley.</p>
<p>Providing activities that all ages can access. Toddler friendly activities would be great</p>
<p>What's good for area and the community. Hence we see the greenfield valley needs more marketing and entertainment for a locals not only the tourists.</p>
<p>A great place to meet for coffee and food</p>
<p>Listening to the locals about what is going on in the valley and woods especially the walk ways i.e. the kids on motorbikes</p>
<p>The cost for the museum is very expensive for a day trip with a family.</p>
<p>Informative sessions and volunteering opportunities</p>
<p>Litter and how to deal with it or prevent it.</p>
<p>Keeping control of the growth in the woods.</p>

<p>More animals- my children love feeding lambs, goats etc  Horses- maybe horse rides, even at a small extra cost like at other farm parks  More activities for children, such as craft making etc  Special weeks- such as science week, animal week etc where people are brought in with exotic animals etc  Small rewards for completing the passport- even something like a badge, children love that! Hosting children's parties?</p>
<p>Yes they need to utilise the whole area  A little train running up and-down the woods, more eateries and coffee shops,  Also Halloween wood land activities and at Xmas lots of lights and stalls and magical times in the woodland - it would generate plenty of income for the upkeep</p>
<p>A visible valley warden would be an amazing asset to ensure all dogs are on leads and also would be someone that any damages, broken glass etc could be reported to.</p>
<p>More information outside the paid boundary area on wildlife. Maybe a wildlife census</p>
<p>The cleanliness of the paths (full of dog poo) more poo bins needed and more toilets it's no good having one toilet facility that is far away and shuts early (4pm on a Sunday)</p>
<p>More family things.  Maybe open air cinema, bring your own chair and popcorn.</p>
<p>Whilst it might be unrealistic in the current climate it would be good to aim for development of the sites industrial heritage. Not a clone of the Boat Museum but perhaps heading in a parallel direction &amp; 'developing' sites along the valley.  Use of QR codes to provide a narrative?</p>
<p>Increase number of animals in the farm &amp; keep visitor centre/toilets open year round.</p>
<p>Providing more permanent physical and hands on activities for children.</p>
<p>Job opportunities for young people and education</p>
<p>Clean up the pools</p>
<p>Allowing locals to fish again in the pond</p>
<p>Keep the grounds in and around the valley tidy. Most times it looks abandoned. Cut all the nettles and trees back at the bottom by the speed camera. It's a very dangerous road as it is without having to walk in the road going to school because of the nettles and overgrown trees. It also doesn't look very nice from the outside so to speak</p>
<p>More things for younger children to enjoy</p>
<p>Ensuring safety and cleanliness. There are lovely walks but the amount of litter and poo bags is disgusting. Letting young children play hide and seek in the abbey can be quite dangerous due to the amounts of glass, litter and on occasions drugs paraphernalia.</p>
<p>More things for toddlers e.g. more animals, duck found to buy, events and activities</p>
<p>To keep it family friendly i would recommend more picnic benches around the mill pond for picnics.</p>
<p>Can I point out at this point that it's really good that the cafes serve everything in recyclable tubs etc, but there are no recycling bins anywhere in the valley - this is important!</p>

The protection of the natural environment is vitality important. I would like to see an educational program.
Put a railway back up the valley
Value for money, right now for an individual ticket you are very overpriced
I think keeping it tidy is a big factor for visitors - it has always been tidy when I have visited and I hope that it kept up
Running events which attract both local people and tourists
Yes! The bakehouse could do with being more reliable, although I do appreciate they may get understaffed at times with covid, it's no good for people who need a rest... A place for food and drink on the grounds would be a real money maker! And I think it's a must. Should be open all year around.
You've got them covered.
More dog poo bins up the woods please
Two things: To keep the valley clean and safe to explore. I can't let my two young boys explore as I would like to as the is always litter such as broken glass and cans in the wooded areas, and so much dog muck alongside the paths. Secondly in the farm museum I think it would benefit from being much more interactive for young, preschool age children as that is when I came the most with mine. The exhibits were all aimed at older children, the little ones can't reach anything. We like the developments with the walk up behind the pigs and the mud kitchen. Thank you
Live music events
After years of walking to the Valley via the main path from Tesco we decided to explore all the little paths that shoot off on either side. There's so much more to see! These alternative paths should be advertised more as i think very few families actually notice them.
Love the Bakehouse. Keep it open in winter
I suggest that within the Farm you could purchase some additional toy tractors. It's a nice area, secure with the soft tarmac flooring and a few more vehicles would enhance this.
Love walking up the valley, bring the train back for the summer
The lakes but much of it is overgrown and water covered in weeds and algae not very appealing to visitors or wildlife.
I do not use the valley as much as I could do due to local stories of anti-social behaviour.
The abbey is a favourite but had quite a lot of broken glass when we recently visited. The ponds are a hit but could do with chicken wire or the like to bridge the spaces between the railings.
It's also a shame that fishing has been stopped at the pool.
We walk the path up to Tesco from the bottom car park, and back down - my kids would benefit being able to find stuff bit like a hunt or signs!
It's a shame you cannot turn one of the pools into an outdoor paddling pool. It would be ace for families.

The Victorian Christmas 🎄 would love to see some stalls with Victorian theme.  
 My Children love the park. More animals would be nice.  
 Years ago I worked at the cafe and there was a summer Fair every year.  
 More re-enactments for children to see what life was like there.

The farm bit, needs more animals in it to see

The lakes are wonderful. The pond on the right as you walk up the hill has tadpoles in the spring but at the moment it is very overgrown with pond plants. We were on the path one day when a lady with a young child had not realised it was a pond and the child had stepped on to the plants and ended up waist deep in the pond. It should be cleared as it is a hazard to young children.

The walks, feeding the ducks I feel this could/should be made safer and cleaner (cleaner as in the muddy bogs surrounding the flowey)

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### Responses to our Vision

**We asked if people agreed with our vision that  
 'In a decade, the Greenfield Valley will be the preferred destination in Northeast Wales offering an engaging mix of cultural, environmental, heritage and leisure experiences.'**

**86% agreed (21 responses)**

**We asked: Would you change or add to this statement? The responses are below:**

1. Make more of plant and tree knowledge - label some of the trees.
  2. Edible plants - small foraging tours, teaching knowledge of edible, poisonous and herbal plants.
  3. Bird Life
  4. History - get volunteers on weekends at the various sites to impart the history.
- Note:- beware of getting on the climate change bandwagon - not a political valley but come for enjoyment.

Ensuring to retain its original integrity without sterilising the natural beauty. Placing Welsh culture and it's language at the forefront of its cultural experience.

'..for all to enjoy and learn from' perhaps

I think we'll be lucky to be here in 10 years the way last year and this have gone. Climate change is real. As is Covid.

We don't want or need an ever increasing level of tourism. Our public space is precious. There should be a limit on how much it is commodified. Greenfield woods is precious because it is/ was peaceful and unspoilt. The more it is changed the more will be lost.

No

need to utilise in VC more working displays. More agricultural displays outside.

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## Treasure Our Heritage Responses

**Strategic Objective:**

**We asked if people agreed with our objective to: 'Collect, preserve and explain the diverse history of the Greenfield Valley through the monuments, buildings and collections in our care'**  
**100% agreed** (36 responses in total).

**We asked: Are there any comments you wish to make about it or how we should manage and celebrate our heritage? The responses are below:**

The Abbey was founded in the 11th century I believe it was then dissolved by Henry VIII. Why not then have a medieval banquet on St David's day therefore celebrating the remains of the abbey the history it has seen and the patron saint of Wales day.

There were books in the library about the area. All out of print, one was written by the lady who grew up in that house(ruins) by the copper heating and smelting. Try to get a copy somewhere. That's REAL history. People need to be able to pick up pamphlets on the various ruins. How about making some money selling them. Unfortunately, some of your information signs are vandalised now. If you had a website with the history of each and a number at each site, people could read about it there

Invite me to meet and discuss my answers, I know my comments maybe harsh, but I am sincere, I have time and willingness to do this. Contact me on \*\*\*\*\*

Interesting for many but not too good for younger people. Basically it's a museum with all the negative connotations that go with them. People now look for physical and mental challenges within an appropriate setting.

Explore the idea of having staff/volunteers in costumes in the various buildings to create a timeline and educate schools, colleges and universities and the industrial past of the greenfield valley and pass the knowledge on to younger generations

There needs to be far more interactivity. For example, at The black country living museum in Dudley, there are individuals who know the history inside out, ready and willing to explain to, talk to and act the part for their "zone"

Local people (young) need to be shown how important the GV is to them. There is a danger that we just look to the past and don't relate it to our future.

Entertain as well as educate maybe?



Preserve and explain I agree . Please do not collect anymore. We don't need any more relocated buildings or huge pieces of scrappy metal that once made up machines in Courtaulds left to rust in grass verges.

Conservation, presentation and interpretation are vital

Keep doing what you're doing!

A website with lesson plans/resources which can allow teachers/home educators to use the valley as part of their teaching resources. There is a lack of free resources for home educators, particularly connected with their local area.

All monuments - good or bad

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## Cherish Our Natural Environment Responses

### Strategic Objective

**We asked if people agreed with our objective to: 'Protect, maintain, manage and enhance the Valley's natural environment.' 97% of respondents agreed (33 responses in total)**

**We asked: Are there any comments you wish to make about it or the Valley's natural environment? The responses are below:**

I think more should be done to protect the wildlife in the ponds; the swans, birds, fish etc.

I think the "forest walk " we call it with kitchen etc could have a zip wire? Or something we could do with rubbish? Like figure and visitors fill it with plastic. Learn about birds etc on way round?

Plant more daffodils and spring flowers. Clean the weed from the ponds to allow wildlife to thrive.

What do you mean about enhance? Keep it as wild and natural as possible. Not so keen on PARKS as opposed to Natural Beauty i.e. Did you notice on the upper path at the second bridge the trees form a natural cathedral arch over the path? One lady told me it's her church, she comes there to pray every day.

I'm concerned that the natural environment within the valley has become sterilised by over concern with H&S with the introduction fencing and tarmac

It's a beautiful area , don't let overuse destroy it

I believe litter and fly tipping is a problem in the valley and I suggest you work with the relevant authority's to extinguish the problem and create a local litter pick every week

I am very passionate about bees, wildflower meadows and the environment in general. There are always ways to improve. Creating bug hotels, installing wildflower meadows to attract pollinators. Planting trees and obviously completing surveys to check that the existing trees are healthy and not spreading disease.
Although not broadly popular trees within the site are much in need of maintenance/management.
Set up regular volunteer days to litter pick around the woodland areas especially those off the main path I.e. the bluebell woods
Whilst we agree the environment require care and protection our house backs onto the top of flower mill pond which is currently over grown with weeds.
Yes, recently someone mentioned doing water sports or boat rides. Please do not do this. The water should be for the animals alone. Humans have enough.
Protect and maintain I agree with. Enhancing nature and the natural environment is not necessary nor desirable. It would be a struggle to find agreement on what enhancing the natural environment means. The recent introduction of more and more tarmac, signs and yellow road paint do not in my view enhance the natural environment. We didn't need another road between Greenfield and Holywell. We didn't need the return of noisy trial motorcycles.
More woodland management for biodiversity. A concentrated period of intensive management once every two to five years with information posted about what's on the plan and what it's aimed at achieving. Continuing the use of wildflower, and additional fruit, plantings. With interpretation boards for what species will benefit.
Nature trails
Happy

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## Strengthen Our Communities Responses

### Strategic Objective

**We asked if people agreed with our objective to: 'Use the natural environment, monuments, buildings and collections of the Valley to provide quality social, leisure, health & wellbeing and learning experiences tailored to the needs of local communities.'** 97% of respondents agreed (29 responses in total)

<p><b>We asked: Are there any comments you wish to make about the Trust's thoughts described on this page? The responses are below:</b></p>
<p>Could do certain events like yoga in the wilderness. Physical exercise for children and families like a gala tug a wore what they did in the generation. Stalls hook a duck. A real spring and summer event</p>
<p>Sounds good but in practice?? There are huge mixture of poor, retired and working class and they all think of the forest as theirs. However, I do think that gardens behind The Bakehouse should be used for the Community. Vegetables, fruit trees, herbs etc. Get the Community involved to turn it into a food source.</p>
<p>Utilise this setting to create revenue and publicity by introducing a small permanent small local food produce stall and repair/upcycling shop for old authentic tools/furniture and bric-a-brac. Involve local talent and skills. The Hatch is a good example of this success</p>
<p>I mean, gardening. Who doesn't love gardening? I don't know if one exists, but a "Friends of the greenfield valley" group would do wonders. Local people of all ages, abilities and backgrounds, could come and help plant flowers, trees, clear rubbish etc.</p>
<p>Needs emphasising since it addresses an earlier comment.</p>
<p>Just how positive it is being able to visit a local area which has a secure and engaging area for small children. With a very active 3yr old and a 10 month old, I really appreciate being able to come to an area I know my children can be safe within. The park is brilliant and my son always has so much fun. The cost of membership is great for us. We would pay to do toddler friendly events. I feel unable to attend the theatre shows due to the ages of my children.</p>
<p>Only that as nice as it is you keep prices low you should ensure this means more than breaking even. You have to be making a profit. Though I do think locals should have some form of membership or discount vs proper tourists</p>
<p>Greenfield woods and the Abbey have been a wonderful natural resource for the local community long before the establishment of Greenfield valley Trust. I'd like the Trust to consider how their aims can be met with least intrusion on the natural environment that so many have enjoyed in relative peace for so long. Perhaps impact assessments should be considered before each project or significant decision. The assumption a Greenfield Valley Trust and continuous development is required to promote the wellbeing of local people is in my view erroneous. The opportunity to be spontaneous and escape into unspoilt, undisturbed nature on our doorstep provides an opportunity to promote wellbeing far beyond any man-made initiatives or interventions . The noticeable absence of toads migrating to breeding ponds is only one visible example of how human interventions have reduced wildlife in Greenfield woods. The lack of children playing in streams and scrambling up and down muddy banks and exploring nature for themselves; something local children have done for many generations is an example of how the actions of the Valley Trust has alienated local children.</p>
<p>Absolutely. I know my family and many others have always found the valley to be a place to escape everything. We've needed this more than ever during covid and it's been a true lifeline for many. One of my most favourite places on earth and I'm extremely proud to call it home.</p>
<p>Leisure and mental wellbeing</p>

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## Inspire Our Tourists Responses

<p><b>Strategic Objective:</b> <b>We asked if people agreed with our objective to: 'Attract and welcome tourists to the Valley giving them an experience that exceeds their expectations.' 100% said Yes (23 responses in total).</b></p> <p><b>We asked people if they thought would be good to have more tourists visiting and supporting the Valley – 100% said yes (23 responses)</b></p>
<p><b>We asked: Are there any comments you wish to make about this objective or the Trust's thoughts described on this page? The responses are below:</b></p>
<p>Get the biggest employers - Airbus involved. I post pictures on Facebook from here and friends in Broughton don't even know the place exists.</p>
<p>Maybe create a music festival in the grounds of Basingwerk abbey to attract tourists and locals and give local musicians/artists a space to promote their work</p>
<p>There just isn't very much for visitors to do. Again it comes back to interactivity and offering "the purple cow" (search Seth Godin) do something different, think innovation, excitement and engagement.</p>
<p>The entire valley needs tying up so that tourists can have an experience, a unique experience at that.</p>
<p>I live overlooking the valley and have all my life, my avenue has steps into the valley so it was our 'playground' as children and when I look back how lucky was I? I'm 54 now and still live on Bryn y Coed which I personally think should have some of the bigger trees thinned out at the top so the view can be appreciated, it's an entrance down into the valley which years ago had no trees it was a bank full of ferns and the bluebells. The path on the school side is wonderful I have dogs so regularly walk there and the increase in the number of people is refreshing to see I do worry that it could become a 'rat run' for some undesirables I believe that people were dealing drugs by the parks of late but the police are aware of this so hopefully on top of it, it certainly hasn't been as obvious of late.</p>
<p>I don't think I would like the valley to be something like Alton towers but do think it would be lovely more like Greenwood Park in Gwynedd.</p>
<p>There is a huge scope that if properly done could be something for everyone and generate income and employment into the area. I don't think people living close to the valley should have to pay to enter it especially if it's part of your back garden!</p>
<p>I remember all the pools being full and the water wheels (obviously they weren't there when I was young but you could see where they'd been on each of them) could they be restored and use the water power to run a little train up and down the valley? Devon's Lynton &amp; Lynmouth cliff railway is multi award winning people travel not only from all over this country but all over the world to see it. I wish you luck with whatever it is you do at least you have the decency to ask people's opinions.</p>
<p>Respray the distance lines to show where people are meant to queue for the Hatch because all through covid I had to walk through a line of people to get to work when the lines were obvious to me that they should queue against the wall instead they'd block up the path.</p>

Need to make museum park more like farm parks Manorafon and Park Hall farm to encourage more families to come
While I do enjoy the Valley when it isn't too packed... more tourists means more money, and more money means more investments into Greenfield and its surrounding areas. I personally think a train stop back at Greenfield would be a fantastic benefit in helping with this.
Displays with movement. Car parking.
We don't want or need an ever increasing level of tourism. Our public space is precious. There should be a limit on how much it is commodified. Greenfield woods is precious because it is/ was peaceful and unspoilt. The more it is changed the more will be lost. <i>(Comment from Direct Our Organisation Page.)</i>

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## Direct Our Organisation Responses

Welsh and English languages

<b>We asked: Should we treat the Welsh and English languages equally? 100% of respondents said that we should (22 responses)</b>
<b>We asked if there were any comments on this matter. The responses are below:</b>
Visitors love seeing Welsh
Silly question, both should be treated equally for signage and communication. However, the Welsh language should be promoted as part of the heritage and as a priority for its preservation .
I don't speak Welsh but of course there shouldn't be discrimination of any kind.
Of course. It is a requirement for local authorities in Wales. I'm not sure why this question is asked?

Why wouldn't you if you are in Wales
Absolutely!
lawn da

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**Environmental sustainability**

<p><b>We asked: Should we treat national environmental objectives of carbon neutrality, biodiversity and environmental sustainability as equal to, or more important than, other potential investments?</b>  <b>90% of respondents said that we should treat them as equal to or more important (20 responses in total).</b></p>
<p><b>We asked if there were any comments on this matter. The responses are below:</b></p>
<p>We have to adhere to gov.</p>
<p>I believe this is a passion we see already when we visit</p>
<p>Keep this lot OUT of the valley. We get enough lectures and propaganda day &amp; night on radio, TV, press and Government. Don't add to the fear campaign. Relaxation and Heritage. A place to go to connect with nature</p>
<p>A sensible balance should be struck without destroying or threatening existing historical buildings and environment</p>
<p>Equal to</p>
<p>Plants &amp; animals first and foremost. Go green</p>
<p>As above the precious natural, unspoilt nature of the area is what makes it beautiful. If we do not comply with national objectives of carbon neutrality, biodiversity and sustainability there will be no naturally beautiful woodland left for anyone to enjoy. Using resources prudently and ensuring we plan sustainability into all projects is no longer optional.</p>

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**Zones Idea Responses**

<p><b>Identifying Zones in the Valley</b></p> <p><b>We suggested that we could identify different Zones in the Valley and we asked people if they thought that this was a good idea. 97% of respondents said it was a good idea (74 responses in total).</b></p>
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**We asked: Do you have any comments on the Zones suggested? The responses are below:**

The wildlife in some areas might benefit from having less human disturbance, so bear that in mind.

As an annual ticket holder, I think the zones are very well thought out.

Doing open days in the factories to show the way things work

A great idea and visiting different zones could take several visits

I think it's a great idea.

Within the zones specific needs can be identified and visitors can be encouraged to visit them to see what is happening across the whole of the valley

They seem to be a good starting point and can be altered quite easily to adapt to usage

Maps and routes?

Don't like zoning ever. Always seems exclusive

Zone 7 - the Battery Works needs to be renovated - not necessarily rebuilt but all the new brick work that has been used to fill in windows needs to be removed and repaired. The pool and circular waterfall need to be repaired and refilled it looks very sad in its current state.

People should be able to pick up a guide book to find their way around what they would like to see.

Could colour code in visitor guide to enable different groups to navigate site- family visits, younger children, walkers, 1/2 day visit, spending the full day.

I think that the zones are a great idea. Many people think of the visitor and play area as a separate entity from the rest of the valley which is a free for all and accessible from many areas. Having zones to highlight aspects and direct visitors is a far better way forward as long as those zones are maintained and monitored as stated in my earlier comments, from those who wish to destroy, deface and leave their mess.

I believe zones 4 to 9 need more attention and perhaps enquire with a local steam railways appreciation society about how they can help regenerate and bring back to life the old Holywell to greenfield railway line.

A trail could be built, where children (and adults) can collect stamps (like the passports) and if they manage to get all of them, they win a prize at the end.

Looks good so long as they are well connected.

Open three mills again and make it safe

Using grant money to provide some much needed maintenance to the old mill buildings and the gardens closest to the hatch. They're overgrown with lots of rubbish. Not the safest areas for small children.

You need better gateway opening at Tesco end. Open it out to make it more welcoming.

Whatever floats your boat I guess. Oh if possible please get a small boat because that dead Swan a couple years back was awful & I just kept being told the rangers didn't have a boat.

Sounds like a good idea but I can't see the map on my phone

Identifying zones is a neutral activity. What matters is whether the zones become fenced off and 'claimed' by FCC or trustees. Resulting in local people being denied free access to the local natural environment. I am concerned the drive to attract tourists is an exercise in seeing pound signs and missing the true value many generations have gained from free access to peaceful unspoilt nature, open space and tranquillity.
The road up the hill is really dangerous and some of the other areas are very tired looking. Some work needs to be done to make it really user friendly and safe. A cafe and toilets at the far end might be good. More revenue and more jobs? Make sure it's got an environmental focus.
There should be a trail to encourage people to enter each zone. Maybe some sort of sculpture or wooden carving to find.
Helpful not only to visitors but for emergency services
Make sure there is good cell phone coverage and seating/rest areas. Perhaps networked picnic benches would work (i.e. benches connected by cat6 cable to a broadband hub). This would allow people to bring a laptop and work in the valley - work anywhere is the new post covid mantra - and open up the opportunity to have coffee units within the valley zones, which in turn helps local business owners and brings in additional revenues from the zones.
Introduce a fishing club - fishermen / women are great at managing a body of water and would self-police themselves if formed correctly. This would open up the valley to more and help manage the water quality.
Good idea for all locals as well

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## Ideas for Making Money to Support the Valley

<b>We asked: Can you suggest other ideas to make money to support the Valley? The responses are below:</b>
Regular events
focal free entry on registering address expensive for what's there
Donations....fundraising...possibly? Look at something you wish to do by a certain date and ask people to support this event by donating. Gift aid?
Renting out the gazebo area and using it to host seasonal events (summer fete, jazz concerts, afternoon tea parties etc etc).
Food and drink kiosks further up the valley instead of all located at the bottom, it's maybe too far for some people to walk.
Woodland trails - you could do walks looking for animals with a tour guide, Halloween spooky walks etc with an admission fee.



Hire stalls, homemade foods stuffs. Jams, chutneys, cheese etc
Abbey grounds -  - Hold an open air movie night 4 times a year maybe  - Dog competition once a year for the community (working alongside local vets to arrange / sponsor)
Donations box like the spiral bin for children.  Have annual pass and non-merit rates for foods. I feel you should advertise cafe across path. Overheard tourists ask where they can get food without the ice cream section. You could turn it historical and what they did in the generation for food. I feel if you charge for car park it may put people coming.
More animals and maybe animal experiences
Photograph completion. The valley is favourite in Autumn and winter and so different to spring and summer
children's parties; conference facilities; offer workshops and make certain costs are covered; Host historical walk and talks;
In the past the valley hosted classic car shows. The Holywell town one is poor but Prestatyn hold a successful one annually and combine with the local church selling plants, cakes and crafts, along with face painting etc for the children. It brings in people of all ages but especially the older generation who often have disposable cash. Food for thought?
ENGAGE IN CHARITY ACTIVITY TO RAISE FUNDS I.E. BIKE RIDE, SELLING PLANTS
Sleepovers, a camping field, adventure/Bush skills birthday parties
Promenade plays, music events, dementia friendly events, age friendly events, child friendly events, guided walks
You need to offer more to charge more. Making farm more attractive for tourists and visitors - more interaction with animals. There used to be horse and cart rides. Petting zoo, feeding animals. Events - fireworks/lights show at the abbey would be amazing, winter wonderland
If not already in existence, establish a Friends of the Valley type organisation with paying or voluntary subscriptions. Publish newsletters of events, we only found by accident that the steam engine powered bottle plant was working and open to visitors once a month (we visit quite regularly from Prestatyn)
!!!!LET CHILDREN IN ON THEIR OWN TO THE FARM!!!! Yes i understand that this may be hard, due to unsupervised children. But there are many children that i know would be regular visitors at greenfield valley farm, and sometimes their parents cannot go with them. The farm should be a place for children, somewhere they can go on their own. Please take notice of this.
A YOUTUBE CHANNEL - Not professionally done as that can put people off. One person with a smart phone filming the warden with conversation, 5 min daily and no editing. Upload and the post on Facebook, Twitter and Instagram sites. The more followers and likes the more money the channel makes and the more visitors will come. Badgers set, ponds, the animals on the farm, the Bakehouse. People would love it.

Reduced charges for locals, as they can regularly visit and contribute.  
Make it clear that the valley is run by volunteers and have charity boxes.

Family days, treasure hunts. Dog shows. Activity days.

You could promote the annual pass via FCC (e.g. they have sent emails throughout Covid) so you'd reach a wider audience across the whole county. The annual pass is good value; we purchased one. Feedback from some friends who purchased day tickets with toddlers is it is relatively expensive for time spent. So I'd suggest promoting the annual pass to increase uptake which would increase revenue.

An electric motorised train from the Farm to Holywell and back for tourists, could even be used by locals as public transport. More established Arts and Performance based exhibitions and Festivals.

Perhaps animal adoption or sponsor a building or area of the valley?

Local social events: local clubs etc to hold meetings. 100 club: prize draws: Sponsored events ,donations, exhibitions.

Maybe arrange walks through the valley pointing out historical and places of interest

Develop the farm ( more animals)  
Children love to see farm animals close up.....  
An area for children to meet and pet rabbits guinea pigs etc  
Have an area that's planted with flowers....have plants for sale at a reasonable price.....  
It's better to make a small profit and get people to visit.....  
Advertise friends of Greenfield valley more and encourage volunteers to work alongside the rangers.....

Some areas are a bit run down and there aren't many animals as I thought there would have been. I think the biggest issue was there isn't much to do so unless you go for a walk you can be done with 1.5hr. Also the site is very difficult for those with mobility issues. The gift shop needs improving a lot of general items not specific to the site history.

My biggest disappointment was the children's stamp collection. The kids were so excited and when we finished the sign said to take it to reception for the lady behind the reception to say oh well done you don't get anything. Would it have been difficult to present a token prize even a sticker would have been great. (My previous location had a similar quiz and gave the kids a lollypop or sticker when they were done and they loved it)

I think maybe look at Norton priory or the black country museum that have a similar site background and see how they gain extra funds.

Increase local government Funding.  
Outdoor Civil Weddings.  
Commemorative tree planting/benches.  
Fundraising collection on/off site.  
Sponsor an animal/Day experiences.  
Under 16 years Children's Parties.  
Overnight/after dark educational activities. Ghost Walk tour.

The bandstand and the water wheel near the hatch have not been used for many years, the grounds themselves could be opened for visitors and events.

To have staff/volunteers running history tours/talks at all the buildings and make it an interactive and fun learning experience.

If there was a few more free things to do when visiting greenfield it may bring in more people who will want to then also explore the heritage farm. Tourists get frustrated when their kids can't play on the play area and local people don't want to come down with young children as there's nowhere free for them to play.

Afternoon teas in the abbey that can be picked up from the centre, made by the bakehouse. More outside eating areas, a dog friendly attraction.

Better advertising as a family trip out. Presence on tv and social media

More entertaining events such a classical music a concerts events, movie night for children and family. Absolutely

Farm shop  
Fruit picking  
Pumpkin picking  
More advertising  
Better signage in/around Holywell town  
Outdoor cinema events

Fundraising day

Do tombola and bingo nights that will bring quite a few in think if you decided to put prices up it becomes too expensive for single parent or large families to come along and enjoy what is here

Consult with people who organise events such as Flint festival. Have special days, music etc.

Offer sessions to learn skills

Charity dos? A festival at or around the Abbey would be epic. Have a band play with the ruins behind them & sit /stand the crowd on the grass.

Have a U-Tube Channel. Get people to donate to the trust. Twitter account as well. A daily U-Tube walk getting to know the animals etc, foraging. You'll get massive following. Imagination required.

Use the farm and woodland paths more effectively at seasonal times.  
Horrible history days !

<p>A valley lottery?  Will Legacy?  Sponsorship from local companies and advertise them?</p>
<p>We arranged a jazz evening in the wire mill area a few years ago. It was so successful but had very little interest or help from the valley. That area would be perfect for outdoor cinema like the Roman gardens in Chester</p>
<p>Maybe contact organisations that organise funds for every tree planted etc</p>
<p>You don't want to out price, so families can't use it. Put more things on.  Picnics with characters. Charge people to come in. You employ people dressed up as current things that kids are into.  Birthday parties.  Local bands playing.  Pony rides</p>
<p>Sponsorship works for Chester Zoo. Talk to them??</p>
<p>Raffle  More events e.g. winter lights  Apply for funding to support running costs  Sell duck/animal food</p>
<p>More updated children's areas such as bouncing pillows, a physical trail through the woods with simple slides, swings, barrels, bridges etc. Find the fairies or trolls on the trail (wooden statues). Places like the Crocky trail, Brimstage, and what used to be Abergele adventure trail have some great ideas but very simple and affordable.</p>
<p>Reopen the fishing pond and charge a yearly fee for members and day tickets</p>
<p>Encouraging more membership and incentivising it. Private rental is a great idea. Accommodation e.g. self-catering or glamping pods.</p>
<p>Cheap prices as they are as this attracts visitors, also encourages spending as not paid lot's to get in. Introduce a summer camp/sessions with black smith or with the animals grooming/feeding etc these can be charged at a rate run sessions of up to 4 children per session say 2 hours and run 3 workshops per day, twice a week. Introduce a logo competition for different sectors of the farm, £10 entrance fee winner has logo in area for a whole year and wins an annual pass, this could run for the next 10 years.</p>
<p>Miniature railway  Model village</p>
<p>More farm animals in the farm park, animal petting in the farm, themed events, more things in the farm park for older children. Once a month car boot sale on the grounds of bottom car park to raise money for the valley</p>
<p>Market stalls</p>
<p>Digwyddiadau rheolaidd (Regular events)</p>

Historical tours/ birthday parties/ petting zoo/ making use of the bandstand area
I think the entrance fee to the valley is quite expensive as it is considering what you get for your money. As stated earlier I have a 3-year-old grand-daughter and she gets fed-up pretty quickly, meaning that I could potentially pay the £6.70 entrance fee and have her play for half an hour and then want to go somewhere else. That's why I bought a year's membership.
Fundra8sing events based on the outdoors that kids would enjoy. Treasure hunts, den building, nature trails, wildlife walks and talks, outdoor theatre in the valley,, valley festival with use of the different areas. There have been so many visitors during lockdown any of these socially distanced events could have raised lots of money. Educational and interactive visits for schools could be offered also.  You need to attract more people and then give them the option of things to do. A range of events has been missing from the valley when basics could have been implemented very easily and which was particularly noted during lockdown when people creating own hunts during other woods but was noticeably lacking in the valley where probably needed the most.
At Halloween and Christmas something could be put on for these events, it has the space and would be magical
Classes and workshops during the weeks for all ages
I'm not sure if there is something already in place but perhaps a foraging masterclass or survival skills, den making, fire starting, campfires somewhere it would be safe to do so etc.. Archery classes, guided tours of the history of the Valley. More fun days with bouncy castles, mini fair rides etc. Maybe bring some petting animals in, they usually attract crowds with small children which would then bring the custom to the valley shop and the neighbouring cafe.
Room hire More top class activities that people would be willing to pay for - some of the events at the valley have been absolutely fabulous Make sure the children's activities are all working, up to scratch and more activities if possible - we met a massive group today who had come all the way from Warrington to visit the valley Find some way of promoting to tourists staying on Haven, Lyons sites etc - they often post on social media looking for ideas for things to do if it is a rainy weekend locally I have reservations about the valley shop, when I took my daughter in there today it seemed to be selling lots of plastic tat which I felt was against the ethos of the environment service
More kids events
A wishing well will generate money
Seasonal events, fireworks, Father Christmas, bring back the farm for children to interact with animals, proper restaurant at reasonable price (if you charge high prices, people will pay once and never return, if you charge reasonable them. People will return) improve the park, add a slide to the tree top platform etc

Making the entrance fee cheaper. Personally i would take my children more often if it was less to go in. I think more people would go if it was less for families
Invest more in the museum, add more animals, feed the animals. Like Manorafon Farm Park
There are more structures on site that need to be made accessible. Vegetation to be cut back and more accessible paths. Interpretation boards and signage to promote the site. Could the site be linked to the Well. Shared parking better signage, discounted tickets for visitors to both sites
I suggest doing guided tours of the valley's historical sites for a small fee.
Provide more events for families to enjoy.
Soft play area
Reintroduce the fishing pegs to the pond and charge for an annual/daily permit like it previously was.
2 or 3 day course in green wood working.
A nice cafe to sit inside would be nice to have.
A farmers / craft market every month could allow you to rent out stalls and also attract local people and tourists. This will bring in revenues without permanent infrastructure. You can also rent out space in an online website for stall holders which can be marketed on social media. Both of these activities will help local businesses whilst increasing revenues and raising awareness of the valley without a lot of outlay or infrastructure changes. It also means you will not need to increase prices in other areas which is important following the years of austerity and covid lockdowns.
Is there an effective donation scheme? Do you add 10 pence options for example on purchases? are there donation boxes that are 'fun' like a wishing well or automaton type thing that would encourage coins at least to be dropped (or in this day and age a contactless card payment) and something 'happens'?
Maybe £1 charge for parking all day like other parks have like ty Mawr in Wrexham and Alyn waters already do.
As i said, a place to eat and drink would be very beneficial.
Have a room where families can rent a space for birthday parties. advertising to schools more. More crafting sessions, we loved them.
We are glad that the valley doesn't charge more for parking, food and entrance as this is the reason we continue to be members, it is a nice local day out that we can keep coming to as it doesn't cost an arm and a leg each visit. If prices were to rise I would find this very off putting and probably not renew membership. We would welcome more events in the farm park and around the valley and would come and therefore spend a little each time.
Update the bandstand area with a view to offering weddings there, with the option of a marquee in the Abbey grounds or equivalent for the reception.

Fun days, Xmas fairs, summer fairs, things where people can get involved and have fun.

Expand the gift shop.

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## Applying for and using Grants - Responses

### **We asked:**

**We sometimes get the chance to apply for grants to make big changes and improvements, as long as we protect the Valley's history. Should we do this when grants are available? Would you like to see new things, or no changes?**

### **The responses are below.**

**Overall the responses favoured applying for grants.**

More working demos - farm machinery etc

If there are new areas which need development and funding then yes why not!

Keep the history I would like more information about the various things that are left in the valley.  
Do school trips come I think the government pay to take them

Not huge changes, but just improving what's already there - opening up the old mill and making it safe again etc?

The maze could do with a revamp and the soft play area.

when available yes

Grounds

Learn about wildlife how to protect and encourage to the area

Schools and residents foraging classes

Local schools monthly come litter-pick and clear stuff in general

The School building

Soup Kitchen Christmas and New Year

Deaf persons in local area to have a regular meet-up

Hold a repair shop once a month

Hold an Alzheimer's meeting

Children paint and repair stuff generally around learning life skills

General areas

signs in BSL (*British Sign Language*)

parking for disabled people have something closer than car parks already provided

specific bikes for people to take family members around the area .

Community

Teenagers to have input to a game of the site

Representation from all local community and hobby groups in Holywell and surrounding areas

have something to do video as well inform people what's around

Games of the 50s and 60s era

Build something small but attractive people buy a brick have a name on it – chargeable

Open-air church – free

Names of people/volunteers who can help with different things that people can't do by themselves e.g. mow their home garden

Different

Get in the Guinness book of records for something unique if you want to be the best Make contact with twin town
Yes of course do it
New additional things
The addition of toilet facilities half way between Holywell and farm. Would be beneficial. As would more dog bins.
i feel a purpose built cafe facility that would be inviting to visitors with views over the lake (demolish environment centre)
Make the paths suitable for all weather in the museum grounds
the activities for children in the coach house? needs to be reassessed and the entrance be made smaller -and upgrading
Yes, but don't destroy the natural environment, it is a very special place.
USE AVAILABLE GARDEN SPACE FOR BOUNCY CASTLE AND STALLS
As above - an indoor space for local groups to use - this will raise profile and put Greenfield Valley on the map - help local groups discover amenities and let word of mouth spread
More money for the general upkeep of the heritage site.
As well as entry fees to access the farm, I would willingly put £1 in a secure voluntary donation/honesty box whenever I go for a walk there (usually once or twice a week). I'm sure others would too if it was clear what the plans were on a sign. I would be less inclined to visit at all, however, if the donation/fee was compulsory to access the walks. The donation boxes could be in each car park and by the visitor centre.
Yes it would be great to see some of the old buildings open up in some capacity. If grants can support this then brilliant.
Yes - continue to improve the playgrounds, soft play area - parents want places where their children can enjoy themselves. Its attracts families when the play facilities are good, working and accessible for everyone.
Use the grants to maintain and improve what is already there for locals and visitors/tourists to enjoy.
Take advantage of grants to enhance the working museums and include more hands on educational activities for children.
yes, probably, if it's for the better
Whenever you get grants you become beholden. Watch out for political inference.
Regarding new things - first make this lot work before creating any Greenfield follies. The coastal path needs connecting. A bridge over the railway line. Get volunteers trained up on history to make use of what we already have
General upkeep and maintenance.
Definitely. My children have all grown up visiting the abbey and now my grandchildren. Called to farm 6/9/21 with youngest grandson disappointed with lack of animals and how over grown with stinging nettles on path way by the pigs. View of the animals that are there was very poor. Soft play area was coded. Will still continue to visit as the area is gorgeous and we are lucky to have it on our doorstep.



Yes if money is available apply. Animal petting area e.g. rabbits, guinea pigs
New things
PLEASE STOP ERECTING FENCES EVERYWHERE AND MAKING PLACES OUT OF BOUNDS. I have never known a natural place of beauty to be spoilt by heavily fenced off areas and along paths in view of H&S ( <i>Health and Safety</i> ) concerns. I spend a lot of time in the Clwydian Range where many families of all ages also visit - there is no fenced pathways for H&S reasons there. It is the responsibility of parents to keep their children safe. I have never heard of any incidents during my 49 years of living in Holywell and Greenfield.
New things
More animals and potentially stalls
No changes
Yes, as long as it protects the history then some appropriate new things could be good
Actively seek grants on every possible occasion. Improve current facilities, control the vegetation in public areas, roadways, pathways. Seek more volunteers to assist in regular maintenance. Add new visitor attractions, interactive where possible, to raise foot-fall and income.
Would like to see what is left of the abbey preserved and rangers seen in the valley.
I don't think you should do anything to change the history as its important to the site. But what about school lectures, event evenings according to the sites history.
Yes if the staff/volunteer resources are available to support the project. funding for specific projects is important. It allows the organisation to make long term incremental improvements that enhance and protect the offering for the future.
I think we need public toilets.
Yes, maybe a tour guide in set occasions giving the history of the valley and the buildings.
Apply for grants to bring the education into the 21st century
I would like to see adventure wood climbing for kids. The locals suffer for things to do, kids can only run in the grass for so long.
Yes. Open the sites with live demonstrations more often. My daughter thoroughly enjoyed watching the forge operating. Perhaps greenfield could run a steam rally of sorts where locals and others from afar can bring their projects to show off to visitors like they used to do. Take a leaf out of the books of Beamish and Blists Hill.
In many ways the more people using the site places pressure on the site but also reduces the possibly for vandalism? New things - good if it is the right kind of thing. Do staff have enough time to invest in new?
Development is always key to attract more visitors
New things
New things
Yes

I like it as it is although anything that will increase biodiversity would be welcomed. Also, the lower reservoir needs some TLC.
Absolutely without hindering the Valley asserts which nature, animals and humans well-beings.
Something to prevent motor cycles on pathways. More picnic benches/seating on the journey through the Valley. Make use of band stand area - events, small play area, picnic area or seating?
Yes apply for grants and protect the valleys history it's very important. I love it as it is.
Notices or boards with what wild life lives in the area and what types of birds can be seen
Yes, yes, yes! I would love to see the buildings on the walk down upgraded so you can go inside.
Yes
A train of some kind going up & down would be amazing but run by green energy. I know with covid this is a tough one but you could charge too for people to go from the bottom to the top. I had cancer couple years back. My energy level isn't amazing. A ride up some days would be fab. Or if you can ensure they wouldn't be stolen, renting out electric scooters that you 'dock' at the top/bottom or a midway point would be useful. There are a few remaining walkways into the valley that haven't had tarmac or any kind of decent resurfacing done. So it's still swampy in parts when it rains & days later. Other than that more bins please.
Don't spoil the woods.
Yes
Continue free parking , A bigger visitor centre with lots of information/ shop/ cafe/ toilets / baby change facilities/lockers/ pram hire/ swan food etc A lovely nature trail for children to follow More animals at the farm More picnic benches please!!
Yes apply for grants. I think a warden is required especially to ensure dogs are on leads and dog mess is picked up and also youths are not causing trouble using motorbikes etc.
Yes
Absolutely
Yes of course
Yes. Yes new things
Would be nice to see new things. An outdoor pool would be lovely. Charge people to come in. Hire chairs etc.
You should apply for grants If you want to attract new visitors you need to introduce new 'features' over a period of time.
Yes. Expand the farm. More animals and facilities would attract more visitors and increase income. Update the children's park.

Lots of changes including more hands on activities and animals within the pay boundary.
I'd love to see new things in the valley
Well Considered change is important, but it needs to be purposeful and productive
More animals. Introduce a bell tent at back of cafe for people to camp. Mystical fairy trail that leads to garden of wild flowers.
Yes. Sculptures etc
Yes
Mwy o ddigwyddiadau. Helen drysor o amgylch y parc.
I would like to see more picnic benches throughout the valley
More farm animals, activities for younger children
Yes. New things. Forest school classes for children. Museum dedicated to the monks or working days where staff dress up as monks/ workers/farmers to answer questions around the site.
I don't think that laying a tarmac path to the town has enhanced the Greenfield Valley Trail - after all if you want to go for a walk in the woods you would expect a natural surface underfoot. I also think the trees have been over-managed - you expect to find trees in a wood; no? I used to walk down the valley from Holywell regularly but since the woods were raped I don't enjoy it anymore.
Of course without a doubt.
New things
New things
Yes absolutely
Always exciting to see new things
Yes
Yes
New things
This question makes no sense....why wouldn't you apply for grants when they are available?
New things
Yes, maybe some more farm animals, tractor rides, free entrance to the adventure playground
Yes
Significant funding available in coming years from UK Gov in Levelling Up Funding and then Shared Prosperity. Developing plans, proposals, strategies will help Flintshire CC to facilitate funding bids. WG ( <i>Welsh Government</i> ) funding also available. Community Funding grants from Windfarm Grants, section 106 funding etc some of which is revenue funding - could this be used to develop feasibility studies plans etc
I would definitely like to see more paths and woodland created within the valley, where possible.

Yes definitely. a larger park for children and perhaps some dog agility. Or even an outdoor gym area.
New things, sensory areas
Yes
Of course you should do this. New things might bring in more visitors and therefore revenue.
Renting out space for film/tv work.
Yes definitely do that Maybe some rides? New things
I agree you should be applying for any grants available. I see new things as progress, nothing should stand still! I am always in favour of change and new things.
Yes. It is always good to have something new to avoid things going stagnant. But consider activities which people would pay for such as an Alice in Wonderland Tea Party or a teddy bear picnic. Also consider niche activities for people who are autistic or have special needs and set aside time for them, have quiet spaces for them to go, special days/times for their activities and keep it regular. This will attract funding which you may not have considered.
Yes absolutely. Green initiatives, better signage, play area that is not only pay-for through the site.
Yes apply for all grants
Yes!
Yes apply for grants to get artists involved with the children, apply for grants for events, re-enactments would be brilliant, opportunities to immerse. Forest schools on sight during the holidays would be great. How about some pods where a selected number of people could stay on site?
Yes I don't see why not, if there's buildings that need restoration or updating without losing the history. I've seen the benches up the woods they're nice, more things like that, places to sit, information stands similar to the ones by the abbey or the one describing the walk, maybe new/clearer/more informative signs up the woods showing the different walks?
Yes new things would be lovely.
Yes, apply for all grants which would enable progress in keeping with the ethos of the Valley. Do nothing and nothing changes, it will soon become obsolete.
Yes please
Yes, more animals, rabbits, guinea pigs, goats, small petting area, charge maybe for people to go in and feed the animals and hold them, help look after them. The maze could do with painting. Also the activity trails, there used to be one with butterfly letters, more of those please, children love exploring and finding things. Open the mud kitchen back up with bits up there for the children to play with.
I would love to see new things put in place.



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## ENVIRONMENT & ECONOMY OVERVIEW & SCRUTINY COMMITTEE

<b>Date of Meeting</b>	Tuesday, 9 <sup>th</sup> November 2021
<b>Report Subject</b>	Impact of the pandemic on prioritising highway schemes, gulley emptying, grass cutting, and flooding
<b>Cabinet Member</b>	Cabinet Member for Streetscene & Transportation
<b>Report Author</b>	Chief Officer (Streetscene & Transportation)
<b>Type of Report</b>	Operational

### EXECUTIVE SUMMARY

In August 2021, a report was presented to the newly established Recovery Committee to review the Recovery Business Plan for the Streetscene and Transportation Portfolio.

The overall findings were that the Committee was assured by the Streetscene & Transportation Portfolio Recovery Business Plan; however, the Committee requested that the impact of the pandemic on prioritising highway schemes, gulley emptying, grass cutting and flooding should be referred to the Environment & Economy Overview & Scrutiny Committee.

This report provides an overview of the impact of the pandemic on the aforementioned frontline operational services following the report in August 2021 and in line with the Committee's recommendations.

### RECOMMENDATIONS

1	That the Environment & Economy Overview & Scrutiny Committee welcomes the report and supports the work undertaken by the Streetscene & Transportation portfolio to maintain key services during the pandemic.
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### REPORT DETAILS

<b>1.00</b>	<b>EXPLAINING THE BACKGROUND</b>
1.01	Council, at its Annual Meeting earlier in the year, appointed a new Recovery Committee to guide our second phase of recovery from the pandemic. As part of its role, the new Committee is required to refer risks and issues to the respective Overview and Scrutiny Committees to review in detail as part of their forward work programmes.

1.02	<p>In August 2021, a report was presented to the newly established Recovery Committee to review the Recovery Business Plan for the Streetscene and Transportation Portfolio.</p> <p>The overall findings were that the Committee was assured by the Streetscene &amp; Transportation Portfolio Recovery Business Plan; however, the Committee requested that the impact of the pandemic on prioritising highway schemes, gulley emptying, grass cutting and flooding should be referred to the Environment &amp; Economy Overview &amp; Scrutiny Committee.</p> <p>This report provides an overview of impact of the pandemic on the aforementioned frontline operational services following the report in August 2021 in line with the Committee’s recommendations.</p>
1.03	<p>There is no doubt that the last 18 months has been an extremely challenging time for the Council and the entire authority has had to manage unprecedented levels of uncertainty, react to multiple and different pressures and maintain services that are critical to the residents of Flintshire.</p> <p>The COVID-19 pandemic has seen unprecedented restrictions placed upon individuals and organisations. These restrictions have significantly impacted on the operations undertaken and how these were carried out during this time.</p> <p>In Streetscene &amp; Transportation, overall, the service has shown a good level of resilience, although it should be recognised that certain services have and will continue to experience significant disruption.</p> <p>The emergency situation as a result of the pandemic and Brexit is far from over and the following summary provides an overview of what continues to be a fluid and uncertain situation:</p>
1.04	<p><b><u>Prioritising Highways Schemes</u></b></p> <p><b>a) Impact on highway and infrastructure scheme development</b>  Due to the inability to obtain required traffic survey data and limitations associated with the advertisement and consultation of proposals for highway and infrastructure schemes, a number of projects were put on hold during the pandemic. From July 2020, the objective was to progress schemes where possible with the use of existing data and find alternative methods of conducting public consultation on Traffic Regulation Orders (TROs). Subsequently, we have revised the process for public consultation through the introduction of ‘online’ consultation events, which has negated the need to physically interact with large groups of people. The identification and progression of annual grant schemes are continuing as normal (pre-COVID levels).</p> <p><b>b) Impact on construction and supply chain for highway and infrastructure schemes (including the Council’s Resurfacing Programme)</b>  The pandemic did have an impact on the highway revenue programme during 2020 as it reduced the availability of materials and resources from supply chains and contractors. However, we have continued to provide safety critical highway works, whilst adapting the way we worked to comply with COVID safety regulations.</p>



Some schemes during 2020 were postponed due to the availability of contractors and our own in-house teams and supply chain limitations, as well as the inability of contractors to adhere to social distancing requirements at the time. The lockdown prompted many contractors, suppliers, quarries and material manufacturers to temporarily close, and by the end of March 2020 most highways work was limited to essential safety work only. Some schemes from last year have had to be deferred to this year, and it may also result in some of this year's programme being carried over to the following year. Some proposed schemes were also located on key strategic or arterial routes, which provided access to the rainbow hospitals or food outlets and therefore were suspended in line with Department for Transport (DfT) and government guidelines.

With careful planning, the view from specialists in the highways sector was that some operations could, and should, continue. With reductions in road traffic, it was an opportune time for maintenance works to be carried out and, as restrictions were eased, some essential highway schemes were taken forward and approved for progression by EMRT. Since 4<sup>th</sup> May 2020, construction works went ahead where feasible and continued to be progressed as normal (as per pre-COVID levels), albeit in line with government guidelines in place at that time.

However, supply chain issues are continuing to hamper progress on some major infrastructure projects, which is resulting in delays to schemes that are largely funded by external grant schemes. A number of large infrastructure improvement projects are still in progress and continue to be monitored through the relevant Project Boards, but are experiencing delays. The development of some of these projects relies on regulatory approval to move forward, such as planning consent, drainage (SUDs) and environmental permitting. Each grant funded project is given a project team to control delivery within specified timescales. Additional partners (e.g. consultants; WRAP Cymru) have been engaged and are continuing to support us with the delivery of these key projects. Early discussions are also being held with funding award bodies regarding potential risks to grant funding not being expended within the specified timescales and potential carry forward of funding.

1.04

**Grass Cutting and Grounds Maintenance**

Grass cutting and grounds maintenance standards are set out in our Grass Cutting Policy. We also employ Streetscene Standards, which are reviewed typically every 3 years (the next review date due in November 2022).

We have a range of grass cutting and grounds maintenance operations in place, which vary from external contracted services on highway verges, roundabouts and central reservations, weed spraying, tenant gardens and school grounds to our own in-house service delivery for amenity areas and public open spaces, such as car parks, cemeteries, leisure centres, libraries, Council offices and housing estates, town centres, sheltered housing, bus stops and play areas and playing fields, nature conservation areas. We do not maintain private land or land owned by bodies other than the Council.

1.05	<p>Our own in-house grass cutting operations were impacted heavily during the Spring of 2020, due to the lack of available workforce owing to high sickness absence levels, self-isolation and deployment to other key services, such as waste and recycling operations; consequently, grass cutting and grounds maintenance operations were reduced or scaled back during this period.</p> <p>As a result, we started to observe increased growth in vegetation to unmanageable lengths, as well as a decrease in environmental cleanliness and increased customer complaints as the season progressed. As the restrictions were lifted, grass cutting and grounds maintenance operations were reintroduced in most areas of the County during the Summer of 2020; however, there was a backlog of work and operations were not fully resumed in some amenity areas.</p>
1.06	<p>Subsequently, the 2021 grass cutting season recommenced in March with all areas of the County receiving the full service provision, albeit with convoy vehicle working in place in order to maintain social distancing and crews working as “bubble” groups. The bubble working principle divided the grass cutting crews into independent teams or “bubbles” which can carry out a critical function without the need to interact with other colleagues. The purpose of doing this was to mitigate the risk of the whole service needing to self-isolate under the Test and Trace system and protect this critical frontline service.</p>
1.07	<p>The in-house service has performed well throughout the season and the measures put in place have ensured that grass cutting operations have continued uninterrupted throughout the season and in line with the current policy. Contracted grass cutting services have also performed well with highway verges maintained to the required policy standards.</p>
1.08	<p>Weed spraying across the county is normally provided through external contractors. Unfortunately, when the season commenced, the incumbent contractors notified us at short notice that they were unable to fulfil the contract this year, due to their own ongoing issues with the pandemic and resourcing. In response, we procured a second contractor, who although was ready to commence the weed spraying in July, subsequently let us down at short notice. Following this, we procured another, third contractor, who has had limited availability to deliver the weed spraying programme since August, which has meant that the programme has fallen behind. In recent weeks, we have been attempting to engage with a fourth contractor; however, this is also proving challenging with limited availability.</p>
1.09	<p><b><u>Gully Emptying</u></b></p> <p>In April 2020, the Welsh Government produced non-statutory guidance on the relative prioritisation of frontline environmental services. The guidance set out a comparative prioritisation guide for the collection service of different waste streams, to aid decision making where the impact of COVID-19 necessitated a reduction in service provision. According to the prioritisation list, gully emptying was given a medium priority and the guidance stipulated that priority should be given to roads/streets known to cause flooding problems.</p> <p>Notwithstanding the guidance issued, in Flintshire, gully emptying is considered to be a priority service and this was no different during the pandemic. Gully emptying continued to operate as normal in line with service standards.</p>

	<p>Similarly to other service areas, staff engaged in gully emptying operations were separated into independent teams or “bubbles” in order to carry out this critical function without the need to interact with other colleagues.</p> <p>The highway drainage system is designed to take water away from the road surface, but even with a well-maintained system, problems can arise during periods of heavy or prolonged rainfall.</p>
1.10	<p><b><u>Flooding</u></b></p> <p>The unprecedented levels of rainfall as a result of severe weather events over the last 12 months, which included five consecutive storms, caused extensive damage to the highway network. Following Storm Christoph in January 2021, a project team was set up jointly between Planning &amp; Environment and Streetscene to oversee repair work in Sandycroft, Bretton &amp; Broughton, Ffynnongroyw and Mold. Each area was assigned an officer as a project lead and a significant amount of work has been undertaken to remedy the damage caused over the winter period and following further subsequent heavy rainfall over the summer. This has included CCTV drain surveys, new pipework, jetting and removal of debris and silt, reconstruction of drains, ditch clearance.</p> <p>We have also been working closely with Welsh Water, Natural Resources Wales and Network Rail to ensure that the drainage systems that these bodies are collectively responsible for are fully maintained, free flowing and capable of operating at their maximum capacity. This work has been ongoing throughout the spring and summer where both Welsh Water and the Council have carried out extensive CCTV surveys and cleansing of all surface water and highways drainage infrastructure (sewers, highway gullies, road culverts) in and around the key areas affected earlier in the year. Other work has involved liaising with private landowners and reminding them of their responsibility to maintain drainage systems within their ownership.</p>
1.11	<p><b>Flood Prevention and Response – Organisational Capacity</b></p> <p>In September 2021, Cabinet approved proposals to enhance organisational capacity in flood risk management in response to pressing service demands and the expectations of meeting the aims and objectives of the newly adopted Council Plan and legislative duties.</p> <p>The Council has specific statutory responsibilities for flood risk management as the Lead Local Flood Authority (LLFA) and this is an area where increased capacity is required to fulfil our duties, meet future anticipated demand, and be able to respond to extreme weather events as part of our emergency planning and prevention and response.</p> <p>Additional capacity in relation to flood prevention and response will strengthen the Council’s ability to support and protect communities and homeowners who suffer the effects and consequences of flooding, and support the organisation in fulfilling its new responsibility for approving sustainable surface water drainage in new development by operating as a SuDs Approving Body (SAB).</p> <p>Approval was given to increase the resource available to SAB and LLFA through two additional Flood and Coastal Erosion Risk Management Officers.</p>

	In addition, approval was given for increased capacity, through an additional Streetscene Technical Officer, to progress the projects outlined in 1.10 above that are generating additional works and identifying larger capital funded schemes that will need to be developed and implemented to prevent flooding reoccurrence.
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<b>2.00</b>	<b>RESOURCE IMPLICATIONS</b>
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2.01	The service has had to adapt to new ways of working during the pandemic, which has impacted resource levels e.g. increased requirement for agency staff, increase in PPE/hygiene measures, convoy vehicles. All additional costs due to the pandemic have been funded through the COVID hardship funding provided by the Welsh Government.
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2.02	The adverse weather conditions and damage caused after Storm Christoph in January 2021 has resulted in ongoing investigations, remediation and investment requirements for highway drainage infrastructure, which has been funded through WG hardship funding.
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2.03	<p>Approval was given by Cabinet in September 2021 to increase the organisational capacity for additional posts for flood prevention and response.</p> <p>The approved budget requirement for additional posts within Planning &amp; Environment is estimated at £94,664 per annum to include on costs. This would be an annual recurring cost within the base budget.</p> <p>The approved budget requirement is for the additional technical role within Streetscene is estimated at £47,332 per annum to include on costs. Again, this would be an annual recurring cost within the base budget.</p>
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<b>3.00</b>	<b>IMPACT ASSESSMENT AND RISK MANAGEMENT</b>
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3.01	Any changes to service provision during the pandemic were progressed through the relevant Tactical Groups and EMRT for decision making and approval, and were tracked through daily Business Contingency Plans.
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<b>4.00</b>	<b>CONSULTATIONS REQUIRED/CARRIED OUT</b>
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4.01	The business contingency plans put in place during the pandemic were developed with wide consultation with officers within and across portfolios and trade unions. All decisions regarding operational service levels during the pandemic were made through EMRT and the various Tactical Working Groups that were set up.
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<b>5.00</b>	<b>APPENDICES</b>
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5.01	None
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<b>6.00</b>	<b>LIST OF ACCESSIBLE BACKGROUND DOCUMENTS</b>
6.01	None
<b>7.00</b>	<b>CONTACT OFFICER DETAILS</b>
7.01	<b>Contact Officer:</b> Katie Wilby, Chief Officer (Streetscene & Transportation) <b>Telephone:</b> 01352 704530 <b>E-mail:</b> <a href="mailto:katie.wilby@flintshire.gov.uk">katie.wilby@flintshire.gov.uk</a>
<b>8.00</b>	<b>GLOSSARY OF TERMS</b>
8.01	None

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