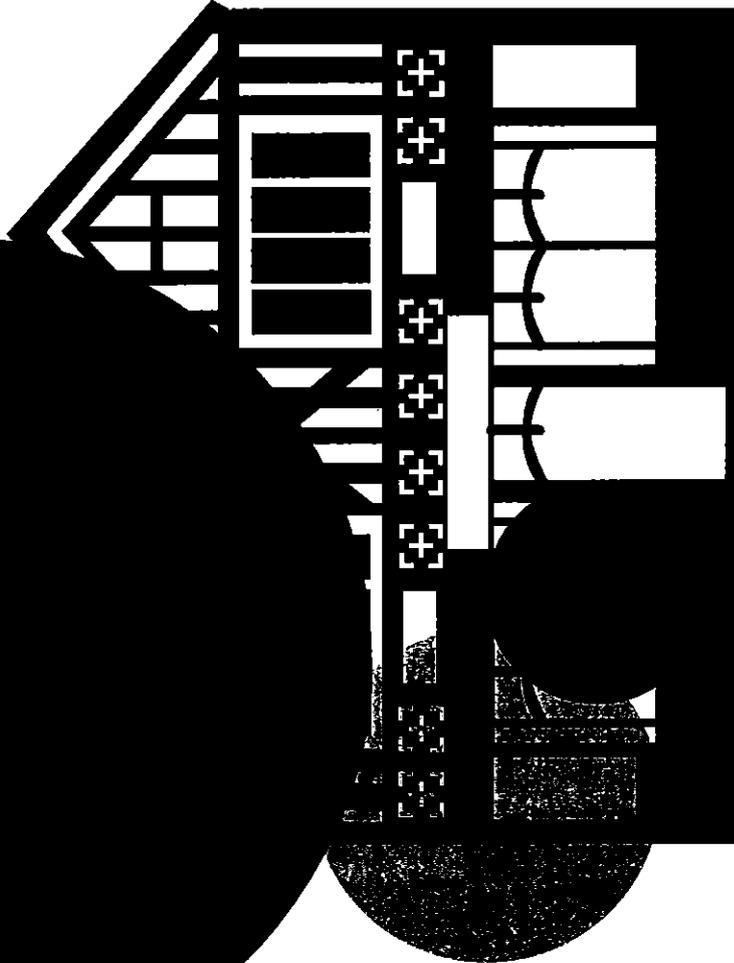


MOLD PLACE MAKING PLAN



place making
FLINTSHIRE

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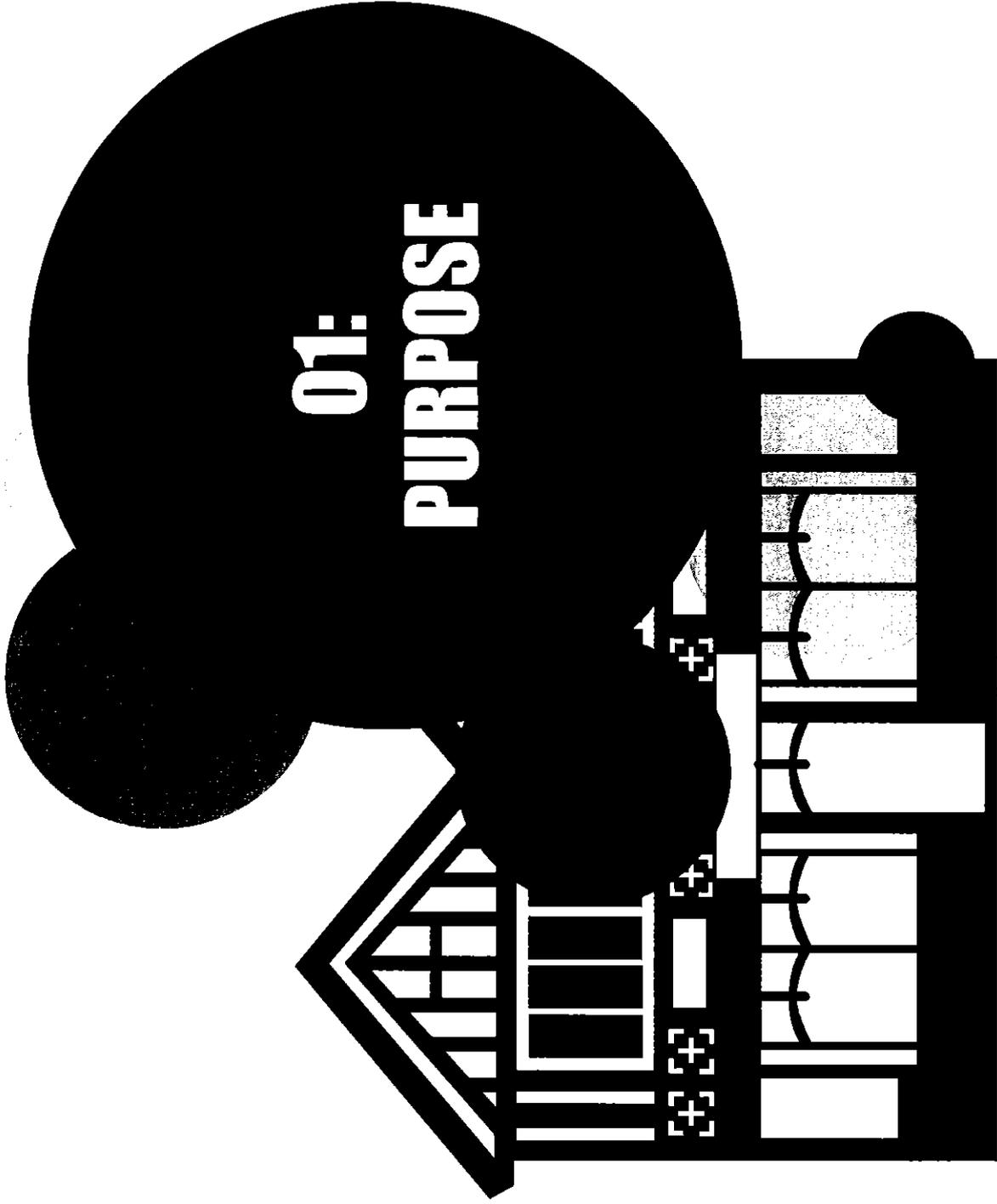
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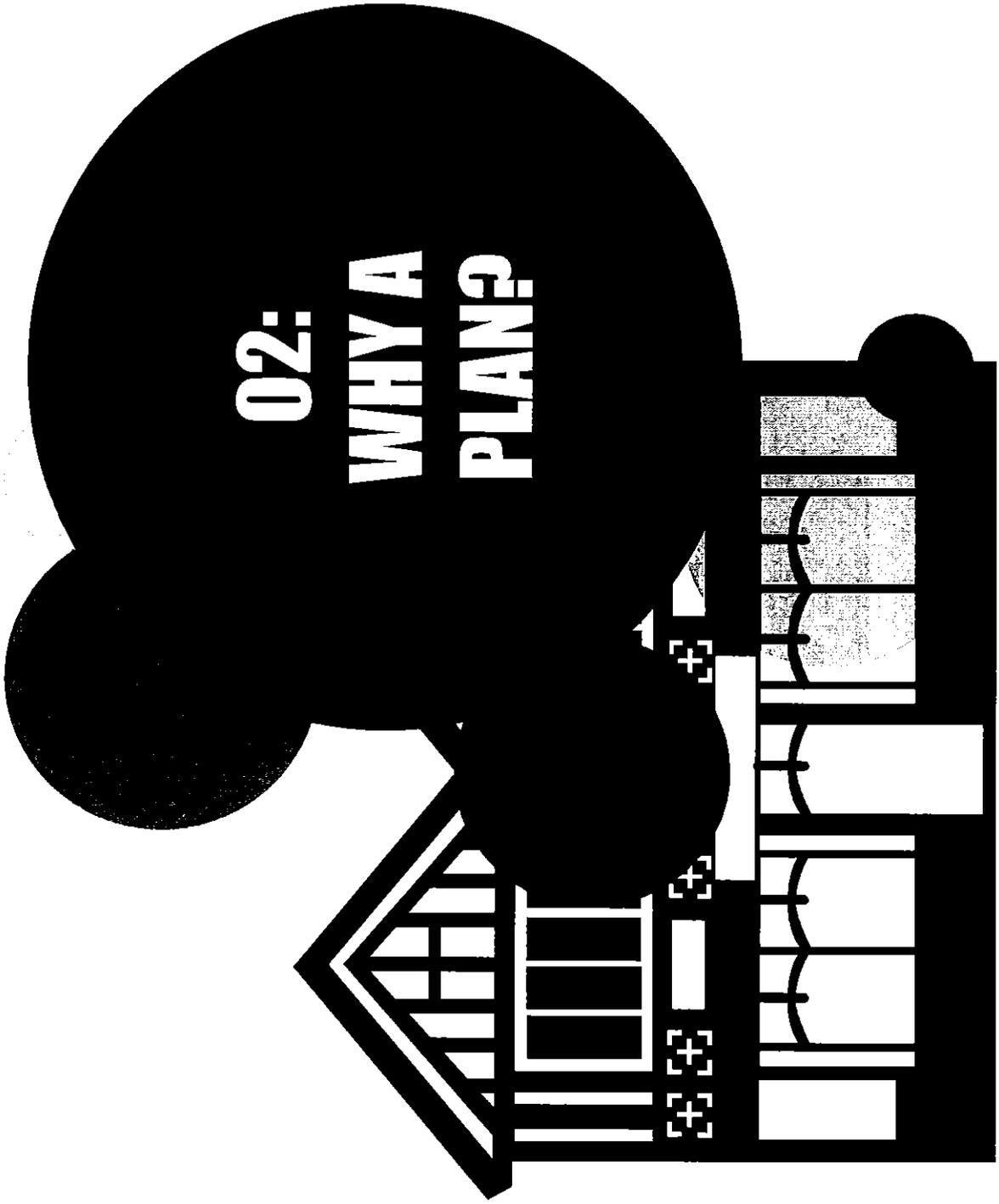


WHAT IS THE PURPOSE OF A PLACEMAKING PLAN?

The purpose of this Place Making Plan is to set out the needs, vision, approach and opportunities framework that will help plan and deliver place-based activity and investment in Mold. Mold is one of seven towns across Flintshire, having a Place Making Plan developed, including Buckley, Connah's Quay, Flint, Holywell, Queensferry and Shotton.

This Place Making Plan helps to draw out and identify local needs, thereby providing evidence to strategic delivery organisations to align day-to-day services, and leverage grant funding for future regeneration projects. It also sets out ways of working that bridge strategic-local partnering that helps foster joint project development, delivery and the longer-term sustainability of a town such as Mold.





WHAT IS PLACEMAKING?

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

Placemaking considers the context, function and relationships between a development site and its wider surroundings. This will be true for major developments creating new places as well as small developments created within a wider place.

Placemaking should not add additional cost to a development, but will require smart, multi-dimensional and innovative thinking to implement and should be considered at the earliest possible stage. Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions."

The Design Commission for Wales' Placemaking Guide 2020 talks about the need for a holistic approach that takes into consideration whole places rather than individual land uses or each development in isolation. The concept of placemaking has developed in response to 'placelessness' within the built environment whereby new development lacks

a distinct identity, character, sense of community or collective ownership. Placemaking has grown in importance as the links with health and wellbeing have been more explicitly explored and understood.

How Does a Plan Support Good Placemaking?

While a Placemaking Plan is not the sole solution to managing change and providing direction to a town like Mold, it is important to frame long-term aspirations and to also nourish relationships between the place, the people, and the activities. The goal here is to make the whole greater than the sum of its parts. A long-term strategy and plan also ensure practical issues have been considered and the design of the space is able to accommodate the likely range of end uses required. A Plan is also about creating a place and not just about design as it's about creating and developing an environment in which people feel welcome and comfortable.

Long-term placemaking activities should be developed in consultation with the community as they are the local experts who can present valuable perspectives and insights about the area's history, culture, function, or any other aspect that's considered meaningful for the people.

The Requirement

In May 2022, Welsh Government placed a requirement on Local Authorities across Wales to develop Place Making Plans in line with the Design Commission for Wales' six Place Making principles (<https://dcfw.org/placemaking>).

Place Making Plans are expected to be deliverable and reviewed regularly and include a shared vision for each town centre. This is established through a thorough process of engaging and consulting a wide range of stakeholders to:

- Identify town issues, for example relating to transportation, active travel, green infrastructure, housing, and health.
- Analyse the strengths, weaknesses, opportunities and threats of the town centre and its performance.
- Establish baseline data for the town centre.
- Identify a clear boundary identifying the core town centre as well as the periphery of the town.
- Align with other local and regional plans, strategies, and priorities.
- Understand issues such as level of retail provision and potential for refocusing a more concentrated offer/ repurposing town centre premises where appropriate.

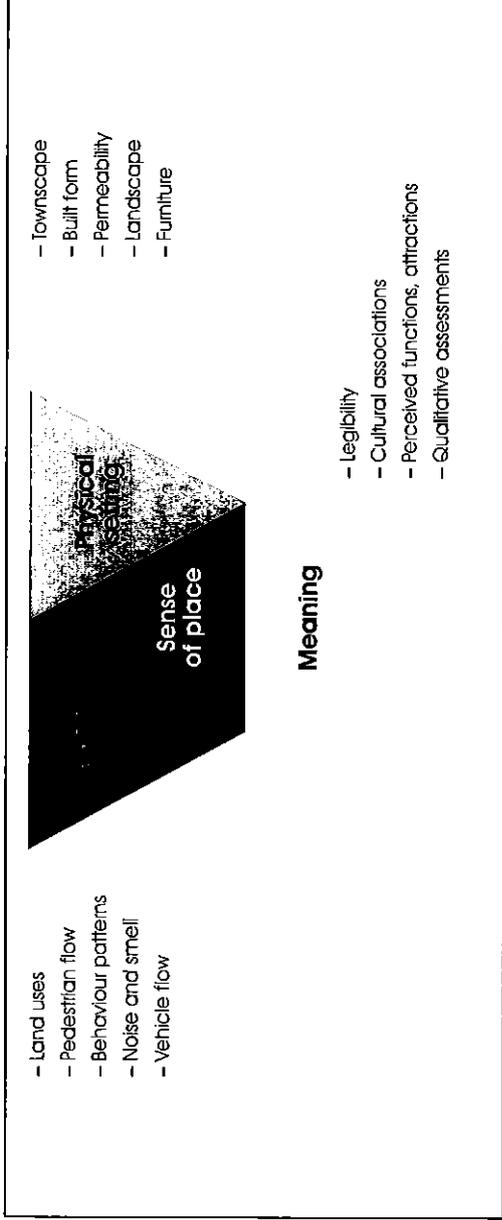


Image from DCFW

In response to Welsh Government's request for Place Making Plans, Flintshire County Council's Regeneration Team has developed and agreed an approach to coordinating the development of Place Making Plans for seven towns across the County: Buckley, Connah's Quay, Flint, Mold, Queensferry and Shotton. A schedule has been agreed with Flintshire County Council's (FCC's) Cabinet to undertake the work for the seven Place Making Plans in three separate tranches, the first of which focused on the towns of Buckley, Mold and Shotton in 2023-24. Over the next 18-months, 2024 into 2025, Place Making Plans have been developed for the towns in tranche two of the work programme (towns of Connah's Quay and Queensferry) and work is underway for tranche three in 2025-26 (towns of Flint and Mold).

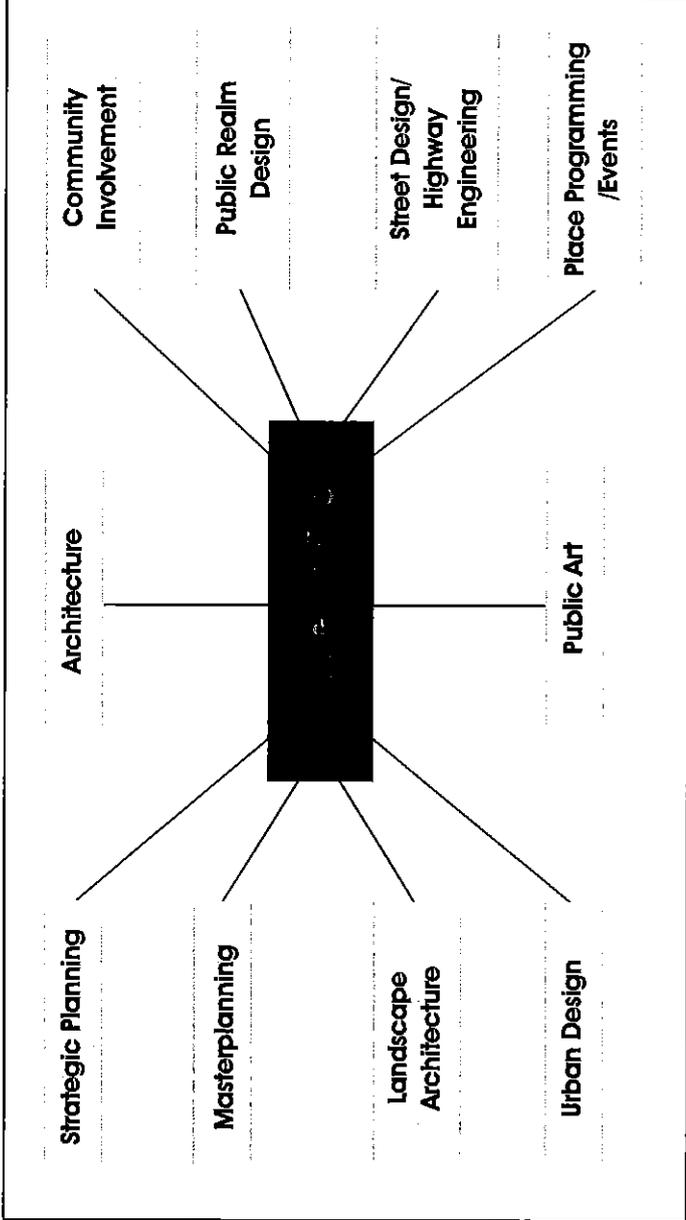
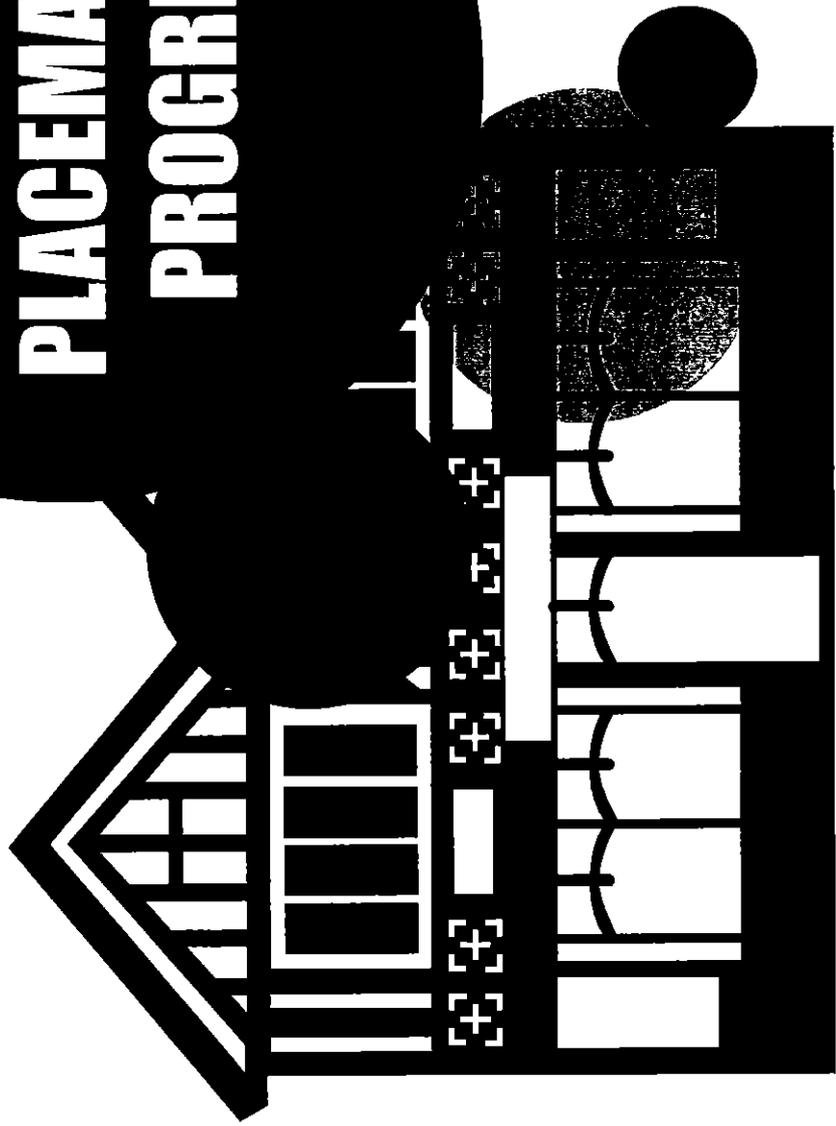


Image from DCFW

**03: OUR
PLACEMAKING
PROGRESS**



OUR PLACEMAKING PROCESS

Flintshire's Place Making Process has adopted an approach of investing in desk-based work that has gathered information from a diversity of experts in commercial, property, environmental quality, socioeconomic analysis and with specific input on green infrastructure. Flintshire County Council with local partners has also led on stakeholder and community consultation, using a blend of face-to-face and digital engagement to ensure the right amount and cross-section of views are obtained.

This collective approach to its research into Mold as a place has been distilled into a Place Making Plan, which has responded to the needs of the place and community. The process included a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, identification of key themes for consideration, and the development of a place-specific vision. This vision is supported by a set of aims, objectives, and an opportunities framework. The framework provides a clear direction for turning opportunities into actions, moving forward, alongside strategic and local partners committed to co-delivery and collaborative working.

Stage 1 - Gathering Information and Data

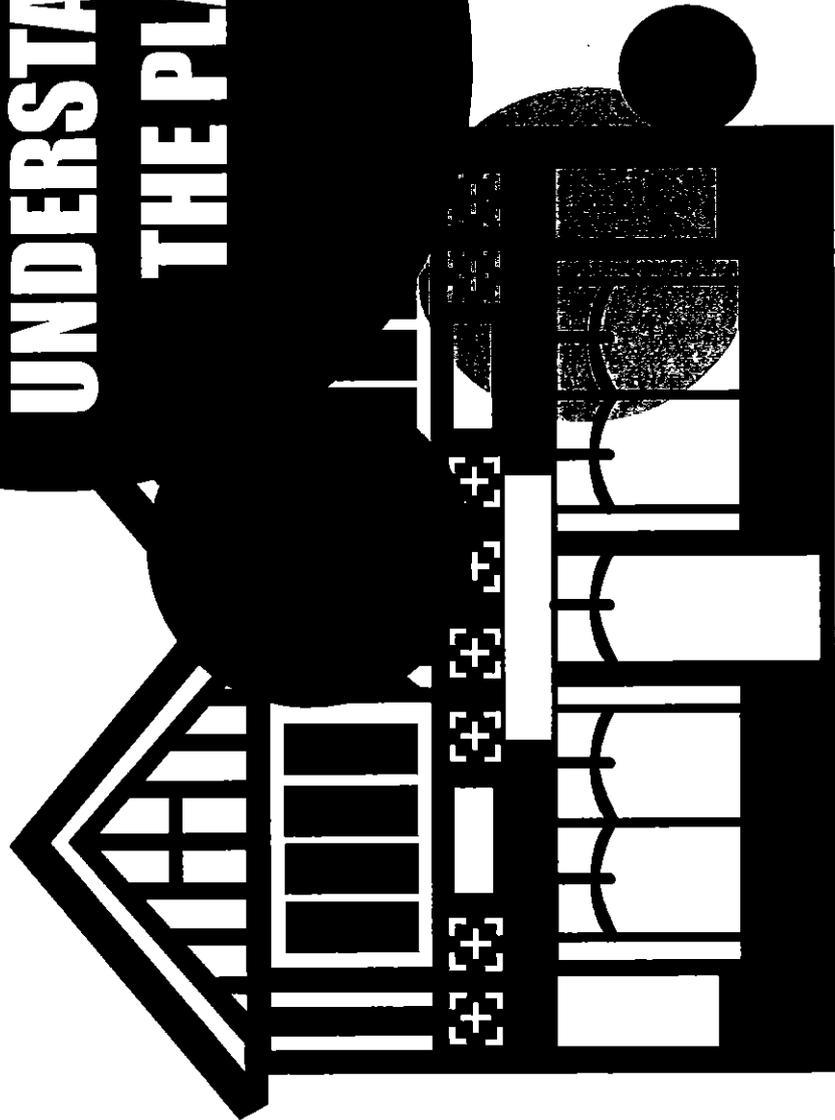
Stage 2 - Listening to Community and Stakeholder Views

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

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

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

**04:
UNDERSTANDING
THE PLACE**

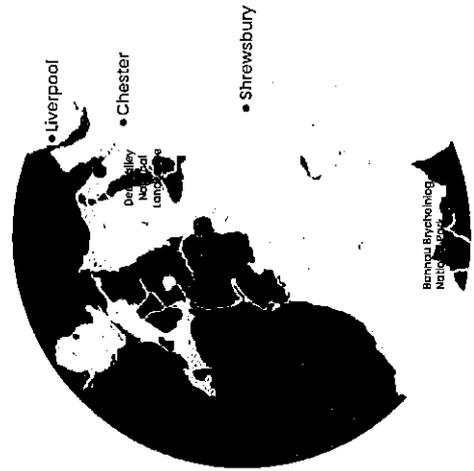


MOLD – UNDERSTANDING THE PLACE

Mold is a historic market town nestled at the eastern edge of the Clwydian Range Area of Outstanding Natural Beauty. Its strategic location near the border between Wales and England has shaped much of its historical and cultural identity.

It lies approximately 14.7 miles west of Chester and about 11.7 miles north of Wrexham. The A494 runs to the south east of the town and allows for access to these key cities within a 30 minute drive. The south eastern edge of the town alongside the A494 is a key industrial and employment hub for the area.

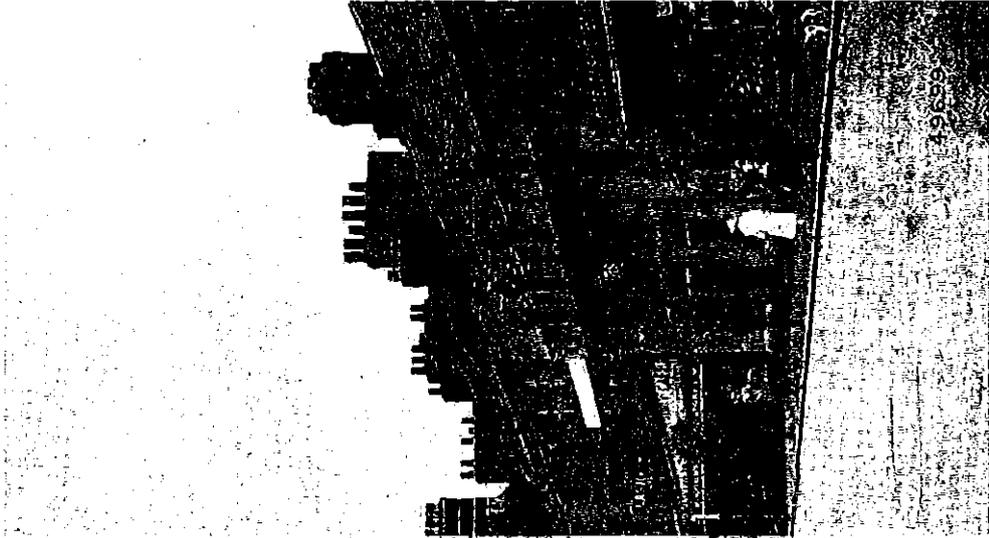
The town is also culturally rich, home to Theatr Clwyd, one of Wales' most important regional arts centres, which stages a wide range of performances and events throughout the year.



THE HISTORY OF MOLD

Mold is a historic market town and the county town of Flintshire. Its name is believed to come from the Norman-French 'Mont Haut', meaning 'high hill'. Similarly, Mold's Welsh name, Yr Wyddgrug, means 'the mound'. Although the town's origins are unclear, the discovery of the Mold Gold Cope (now held in the British Museum) suggests it dates back to the Bronze Age. Today the town has a conservation area that includes the High Street, St Mary's Church and Bailey Hill. Mold is home to near Clwyd, and is a transport hub and service centre. The town provides shopping, health, banking and leisure facilities and secondary schools for nearby rural communities. Mold is known as an event town, with festivals and events taking place almost every month of the year, is the gateway to the Clwydian Range area of outstanding Natural Beauty. Mold boasts a twice-weekly street market and an indoor market.

Mold is described in the 1888 Ordnance Survey map as 'the Welsh Places'.



A mile west of the town is Maes Garman ("The Field of Germanus"), the traditional site of the "Alleluia Victory" by a force of Romano-Britons led by Germanus of Auxerre against the invading Picts and Scots, which occurred shortly after Easter, AD 430.

Mold developed around Mold Castle. The motte and bailey were built by the Norman Robert de Montalt in around 1140 in conjunction with the military invasion of Wales by Anglo-Norman forces. The castle was besieged numerous times by the Princes of Gwynedd as they fought to retake control of the eastern cantref in the Perfeddwlad (English: Middle Country). In 1146, Owain Gwynedd captured the castle. By 1167, Henry II was in possession of the castle, although it was recaptured by the Welsh forces of Llywelyn the Great in 1201.

Anglo-Norman authority over the area began again in 1241 when Dafydd ap Llywelyn yielded possession of the castle to the de Montalt family. However, he recaptured it from the Plantagenet nobility in 1245. It was recaptured by the forces of Edward I during the first months of the war of 1276-77. Mold Castle was still a substantial fortification at the outbreak of the rebellion by Madog ap Llywelyn in 1294. However, with the death of the last Lord Montalt in 1329, the castle's importance began to decline.

THE HISTORY OF MOLD

With the end of the Welsh Wars, English common law was introduced by the Statute of Rhuddlan. This led to an increase in commercial enterprise in the township which had been laid out around Mold Castle. Trade soon began between the Welsh community and English merchants in Chester and Whitchurch, Shropshire. During the medieval period, the town held two annual fairs and a weekly market, which brought in substantial revenues, as drovers brought their livestock to the English–Welsh border to be sold.

Nevertheless, tensions between the Welsh and the English remained. During the War of the Roses, Reinalt ab Gruffydd ab Bleddyn, a Lancastrian captain who defended Harlech Castle for Henry VI against Yorkist forces, was constantly engaged in feuds with Chester.

By the late 15th century, the lordships around Mold had passed to the powerful Stanley family. In 1477 records mention that Thomas Stanley, 1st Earl of Derby had appointed numerous civic officials in Mold (including a mayor), was operating several mills, and had established a courthouse in the town.

In the 1530s, the Tudor antiquarian John Leland noted the weekly market had been abandoned. By now Mold had two main streets, Streatie Byle (Beil) and Streatie Dadlede (Dadieu-dy), and about 40 houses making up the settlement. By the beginning of the 17th century, the population was rising with the

development of the coal industry near the town. By the 1630s there were more than 120 houses and huts in the area.

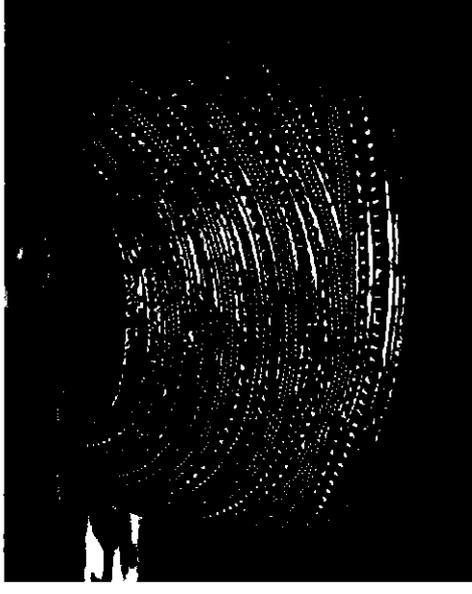


The government of Elizabeth I had established royal representatives (Justices of the Peace, Sheriffs, and Lords Lieutenant) in every county of Wales. Mold developed into the administrative centre for Flintshire. By the 1760s, the Quarter Sessions were based in the town; the county hall was established in 1833, and the county gaol in 1871.

In 1833, workmen digging a Bronze Age mound at Bryn yr Ellyllon (Fairies' or Goblins' Hill) found a unique golden cape dating from 1900 to 1600 BCE. It weighs 560 grams (20 oz) and was made from a single gold ingot about the size of a golf ball.

Mold hosted the National Eisteddfod in 1923, 1991 and 2007. There was an unofficial National Eisteddfod event in 1873.

Mold was linked to Chester by the Mold Railway, with a large British Rail station and adjacent marshalling yards and engine sheds; however, the latter closed when Croes Newydd at Wrexham was opened, as did the station in 1962 in the Beeching cuts. However, the track survived until the mid-1980s to serve the Synthite chemical works. A Tesco supermarket was built on the station site in the 1990s.



POLICY LANDSCAPE AND SETTING

NATIONAL

Well-being of Future Generations Act
Planning Policy Wales 2024
Wales Transport Strategy 2008
Active Travel Wales 2013
Future Wales – the National Plan 2040
Placemaking Guide 2020
Town Centres Position Statement 2023

REGIONAL

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

LOCAL

Council Plan 2022–23
Well Being Plan 2022–23
Climate Change Strategy 2022–30
Supporting Nature in Flintshire 2016
Flintshire Housing Strategy and Action Plan
2019–24
Flintshire Local Development Plan 2015–2030
Mold Town Plan
Mold Town Centre, Green Infrastructure
Audit, September 2024

The policy setting for a place such as Mold is important as it shows the relationships to national, regional and local agendas, providing strategic direction and alignment. It also shows the strategic opportunities and limitations to a place and its development.

NATIONAL

Well-being of Future Generations Act

The Well-being of Future Generations Act places a duty on public bodies to carry out sustainable development.

This is not a new concept for the planning system as the principles of sustainable development have been at the heart of planning policy since Planning Policy Wales (PPW) was first published in 2002. However, the concept has been expanded under the Well-being Act and it requires an improvement in the delivery of all four aspects of well-being: social, economic, environmental and cultural.

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

In order to demonstrate that appropriate consideration has been given to the Well-being goals and sustainable development principle in the decision-making process, public bodies are required to have regard to the 'five ways of working' contained in the Well-being Act. These require consideration of involvement; collaboration; integration; prevention; and long-term factors.

Planning Policy Wales Edition 12 – February 2024

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales. PPW, the TANs, Mineral Technical Advice Notes (MTANs) and policy clarification letters comprise national planning policy. The primary objective of PPW is to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales, as required by the Planning (Wales) Act 2015, the Well-being of Future Generations (Wales) Act 2015 and other key legislation and resultant duties such as the Socio-economic Duty.

Everyone engaged with or operating within the planning system in Wales must embrace the concept of placemaking in both plan making and development management decisions in order to achieve the creation of sustainable places and improve the well-being of communities. Sustainable Places are the goal of the land use planning system in Wales; they are the output of the planning system

rather than the process of achieving them. All development decisions, either through development plans policy choices or individual development management decisions should seek to contribute towards the making of sustainable places and improved well-being. The planning system should create sustainable places which are attractive, sociable, accessible, active, secure, welcoming, healthy and friendly. Individual places can

take many forms and interpretation of what makes a good place will vary. Each place will have its own unique characteristics, history and identity, based on how people have and will interact with the landscape and townscape. This 'sense of place' varies, from the rural countryside, which provides an economic and environmental base for agriculture and tourism to thrive, to urban areas, which are continually evolving and providing the focus for major social and economic development. The intrinsic value of a place to people or communities is particularly important, which may be due to aesthetic, cultural, spiritual or historical reasons and planning authorities are best placed to understand these.



Town Centres – Retail and Commercial Development

The Welsh Government identifies a number of overarching objectives for retail and commercial centres, which planning authorities should aim to deliver through their development plan and development management decisions ensuring their maximum contribution to the well-being goals. The planning system must

Retail and commercial centres are central to community activity and local prosperity, and in order to plan for them effectively, it is important to understand their function, roles and relationships. The use of masterplans, development briefs or place plans can complement retail strategies by providing additional detail and supporting the implementation of development plan policies. In developing strategies, plans and policies to revitalise and increase the attractiveness of existing retail and commercial centres, planning authorities should consult the private sector and local communities.

- Promote viable urban and rural retail and commercial centres as the most sustainable locations to live, work, shop, socialise and conduct business;
- Sustain and enhance retail and commercial centres' vibrancy, viability and attractiveness; and;
- Improve access to, and within, retail and commercial centres by all modes of transport, prioritising walking, cycling and public transport.

Wales Transport Strategy

The Wales Transport Strategy provides the framework for transport-related activities and sets out the strategic priorities of a safe, integrated, sustainable, efficient and economic transport system serving Wales. It provides the context for the Welsh Government's aim to reduce the need to travel, particularly by private car, and supports a modal shift to walking, cycling and public transport. The Transport Strategy, "One Wales: Connecting the Nation", was published in 2008. Since then, the Active Travel (Wales) Act 2013 has been introduced, which is increasingly influential in the way we integrate active travel with new development. This is essential to enable people to walk and cycle as part of their everyday activities. Metro schemes are also being developed in the Southeast, Southwest and the North, which are being driven by significant investment from the Welsh Government and its delivery partners. The metro projects will provide significant opportunities for communities and new development to be supported by good quality public transport. Transport technologies have also advanced significantly in recent years, with ultra-low emission vehicles capable of having a transformative effect on the decarbonisation of transport. 'Llybr Newydd: the Wales Transport Strategy 2021' recognises these changes and sets out a long-term vision for transport. Llwybr Newydd, along with the associated transport policies and projects, have directly contributed to the spatial strategy, outcomes and policies of Future Wales.

Active Travel (Wales) Act 2013

Walking and Cycling gained support when the Welsh Assembly passed the Active Travel (Wales) Act, which received royal assent in November 2013. The Act places a number of duties on the local authorities to continuously improve new and existing facilities and routes for walkers and cyclists and to prepare maps identifying current and potential future routes for their use. The Act also requires new road schemes to consider the needs of pedestrians and cyclists at planning and design stages. The active travel network should be designed or enhanced to meet a set of best practice standards. The Welsh Government has published guidance:

- The Active Travel (Wales) Act 2013 – Design Guidance;
- Statutory Guidance for the Delivery of the Active Travel (Wales) Act 2013;
- The Active Travel Action Plan.

Future Wales – the National Plan 2040

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

Area Statements – Natural Resources Wales

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

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

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

State of Natural Resources Report (2020) (SoNARR)

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

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

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

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

The Environment Act helps us meet this challenge by introducing the sustainable management of natural resources as a new approach, which ensures the use of and the impacts on our natural resources do not result in their long-term decline. We have learnt from the experiences of our international partners and are using international best practice by for example, implementing the UN Convention on Biological Diversity ecosystem approach, to help Wales lead the way on Sustainable Development. The aim is to sustainably manage our natural resources in a way

and at a rate that meets the needs of the present generation without compromising the needs of future generations identified within the seven well-being goals in the Well-being of Future Generations (Wales) Act 2015.

Part 1 of the Act- S6 Biodiversity Duty requires public authorities to seek to maintain and enhance biodiversity and promote resilient ecosystems. To comply with this duty, public authorities are required to embed consideration of biodiversity and ecosystems into policies, plans, programmes and projects. Complying with the S6 duty will help maximise contributions to the Well-being goals. The Welsh government has published the following guidance:

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

Placemaking Guide 2020 – Design Commission for Wales (DCFW)

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

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

<p>Activity</p> <p>The activities that occur in the place supported by land uses, pedestrian and cycle movement, play and social life within the public realm and events.</p> <p>Physical Form</p> <p>The physical setting that makes up the place including the townscape, built form, landscape, topography, ecology, microclimate and public realm.</p> <p>Meaning</p> <p>The unique features of a place including the context, identity of existing places, unique sense of place, significant built and natural features, cultural associations, sensory experiences, safety and inclusiveness and sense of belonging.</p>	<p>Areas that placemaking needs to consider are:</p> <p>People and Community</p> <p>The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.</p> <p>Location</p> <p>Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.</p> <p>Movement</p> <p>Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network, and public transport stations and stops are positively integrated.</p>
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Mix of Uses

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

Public Realm

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

Identity

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

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

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

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

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

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

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

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

Action - our guidance for the preparation of Regional Transport Plans will require Corporate Joint Committees to consider wider policies including Town Centre First.

Action - we will explore a fair and equitable 'benefits and charges packages' approach to introducing any new demand management schemes, looking at ways to improve services before charges or introduce lower fares when charging starts.

Town centres: position statement, May 2023, Welsh Government

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

The statement opens by saying that town centres face complex challenges which are sometimes unique to specific places. However, most of the issues faced by struggling towns in Wales can be defined by the combination of the declining town centre and post-1980 out of town development. We need to recognise the complexity of these problems and work together in all sectors across the country to reinvigorate our town centres. This statement sets out the challenges faced by towns as well as the actions the Welsh Government will take to set the foundations for change and enable local delivery to develop our town centres as locations for a range of services, economic enterprise, employment and to be connected communities.

The challenges faced by town centres are identified as:

- Movement of services from town centres to out of town
- Business model issues
- Out of town locations reinforced by private car dependency
- Climate and nature emergencies
- Local capacity to deliver
- The position statement outlined some Welsh Government Actions.

Town centre first policies

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

Policies for out of town and their connectivity to town centres

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

Joined up delivery

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

REGIONAL

West Cheshire NE Wales Sub Regional Spatial Strategy (2006)

While of its time, this collaborative, cross-border work recognised the lack of relevance of the national boundary where considering how the sub-regional economy functions, and gave Flintshire a principle role as a sub-regional economic hub. Many of its objectives are still relevant as a basis for the Local Development Plan (LDP), particularly as this partnership working continues as part of the Mersey - Dee Alliance.

Mersey Dee Alliance (MDA) - The Council is a key partner in the MDA which was born out of recognition of shared economic, social and environmental interests across the West Cheshire, Wirral and North East Wales area. The Alliance was formed in April 2007 and comprises Cheshire West and Chester, Flintshire, Wrexham and Wirral, together with Chester University, Wrexham Glyndŵr University, the Welsh Government and Mersey Travel. While sitting either side of a national boundary, the Mersey Dee Growth region has been recognised as a single economic sub-region, with a population close to 1 million. The MDA's role is to enhance the profile and identity of the North East Wales / North West England border region and maintain and develop the region's

competitiveness. It has published a number of strategies including Sub Regional Spatial Strategy (2006- 2021). The recently published "Mersey Dee Growth Prospectus - Unlocking Our True Potential" sets out the transport infrastructure investment required to unlock the economic growth potential in addition to and complementary to rail investment identified in the Growth Track 360 prospectus. The prospectus identifies Strategic Development sites including Warren Hall and Northern Gateway, due to their strategic locations and potential for significant growth.

North Wales Economic Ambition Board (EAB) Growth Vision and Development Bid

The North Wales EAB developed a Growth Vision for the economy of North Wales in 2016 that aims to:

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

These aims will be delivered through specific plans relating to infrastructure, skills and employment and supporting business growth. As a result, the NWEAB was invited to develop a bid by the UK Government in 2019 for capital funding to support infrastructure development to aid economic growth and the six local authorities, along with the private sector, education and third sectors, who have collaboratively adopted a growth vision for the economy of North Wales to 2035. The North Wales Growth Vision will create thousands of jobs, boost the economy, improve transport and digital communication links, focus on renewable energy, support tourism and more. In broad terms, the vision is to grow the value of the economy by 2.8% per annum to £20 billion and to create over 120,000 new job opportunities. The Growth Deal bid seeks initial key funding from UK and Welsh Government to invest in key infrastructure enabling development to provide real impetus for the long-term vision to be realised.

The bid consists of a series of projects under eight programmes and key projects in Flintshire including supporting strategic employment sites at Warren Hall, Broughton and Northern Gateway, Deeside and delivering an Advance Manufacturing Centre.

North Wales Regeneration Plan 2018–2035

This Strategy sets out a shared vision and objectives for cohesive public sector regeneration investment and activity in North Wales until 2035. Our shared vision statement is set out below:

“By 2035 North Wales will experience reduced inequality, increased employment, modernised town centres, an improved housing offer, a stronger visitor economy, a resilient rural economy, and improved health for local people.”

The Strategy provides guidance on how available funding should be prioritised, and helps to align the regeneration process with other initiatives to support economic growth, including the North Wales Growth Deal. It also aims to ensure that economic opportunities are available to as many people and communities as possible across the region.

Objectives

The North Wales Regeneration Strategy seeks to:

- Reduce inequality – by helping more people to share the benefits of future growth, with a particular focus on supporting those with the lowest household incomes to access opportunities.
- Increase employment – creating opportunities for employment through regeneration projects.
- Modernise town centres – by building on their role as centres for local economic opportunity, service provision and social inclusion. Recognising their role in the foundation economy and helping them to adapt to economic change.
- Develop the rural economy – helping to create sustainable rural communities through access to economic opportunities and access to services.
- Improve the housing offer – by ensuring that development takes place where there is demand, providing good quality housing options for existing residents, young people and for people locating to the area.

- Strengthen the visitor economy – through building on the tourism offer and strengths that exist in the region, including the adventure and heritage tourism markets, as well as providing an attractive location for major events at regionally important venues such as Parc Eirias and Wrexham Racecourse. By encouraging more visitors to North Wales and providing modern town centres, we will increase visitor footfall to our towns and spend within the local economy.
- Improve the health of local people – by creating places that promote physical activity, by providing quality environments and green space and by tackling poverty in our most excluded communities.

People Strategy and Plan Stronger Together, Betsi Cadwaladr University Health Board

The Health Board's vision is to create a healthier North Wales, with opportunities for everyone to realise their full potential. This means that, over time, the people of North Wales should experience a better quality and length of life.

This vision is informed and shaped by the Welsh Government (WG) plan "A Healthier Wales", our own strategic overview document "Living Healthier, Staying Well", and our evolving Clinical Services Strategy, in North Wales. The Covid-19 Pandemic has had a huge impact in many ways:

- Supporting individuals in North Wales with Covid-19 and/or symptoms of Covid-19.
- The impact upon those without Covid-19 who have experienced delays in treatment because of the need to deal with the Pandemic.
- The impact upon our staff, who have delivered a magnificent response over 2 years of continual Pandemic conditions.
- It has limited our ability to deliver some of our previously stated development priorities, through the need to reprioritise.

- It has reminded us all, if a reminder was necessary, that we will need to respond differently to the challenges of delivering healthcare in a sustainable way going forward.

These impacts have heavily influenced our priorities in the coming years.

The Integrated Medium Term Plan (IMTP), and associated appendices, of which this People Strategy and Plan is one, lays out how we will do this by prioritising key areas of development that we will deliver with the resources available to us. The detail surrounding the actions we will undertake in the coming year with the IMTP also sets out, in indicative form, how we will build upon our actions in 2022/23 during 2023/24 and into 2024/25. The majority of our focus for 2022/23 is upon:

- Returning to full core business, including addressing the pandemic-related backlog of work, and
- Consolidating developmental work that has already been begun but not yet finished, including work to deliver against the WG Targeted Intervention framework.

Actif North Wales, 10 Year Strategy – 2023–2033

Actif North Wales is the first regional physical activity and sports partnership to go live in Wales. We are made up of a wide range of organisations that have joined together to agree to work differently to achieve a shared purpose of more active communities in North Wales.

It strongly supports a whole systems approach to achieving a more active North Wales, building on the region's reputation for working collaboratively across sectors to deliver whole systems change.

This means working with communities and stakeholders to understand the challenge and to identify and test solutions working across sector, organisational and place boundaries to achieve long lasting improvements to health and wellbeing.

Its vision is

"Everyone In North Wales Being More Active, Leading Healthier And Happier Lives".

Its mission is "Everyone In North Wales Has Access To Safe Spaces And Places And Diverse Opportunities To Be Active Every Day"

Its framework for action is centred on four priority areas.

Active People

Create and promote opportunities for everyone to be active.

Aim: To work with partners to grow and promote opportunities across a range of settings to help people of all ages and abilities to be active in their local area, as individuals, families and communities.

What we'll do:

1. Review current local opportunities to support people to be active.
2. Test and grow new opportunities that help people to be active in their local area.

Active Environments

Make the best use of local places and spaces to be active.

Aim: To test new ways of working at a local level to provide opportunities for people to be active in their locality by taking a 'place based approach'.

What we'll do:

1. Pilot 'place-based approaches' in agreed localities (based on data and insight) across the region to:
 - Better understand the barriers and challenges people face to being active
 - Co-create and co-develop interventions with the people living in the locality to grow opportunities for them to being active.
2. Support and help existing voluntary grass roots and community activity providers to survive and thrive, and those with capacity to do more to grow opportunities locally.
3. Map local places and facilities that can be used to help achieve our aims and inform future planning and facility development.

Active Societies

Sustain, maintain and grow by listening to, supporting and working with communities to make 'being active' the norm.

Aim: To use our regional platform and work with partners to connect with the population, raising the profile of the wider benefits of being active to different and diverse audiences.

What we'll do:

1. Lead communication campaigns and awareness days by showing real people being active in a way that works for them, so others can see people like them moving more and enjoying the benefits.
2. Review the current workforce across the region and map future needs (workforce and support) to deliver the strategy.

Active Systems

Multi-sector engagement, coordination and collaboration.

Aim: To raise the profile of the Actif North Wales joint strategy and shine a light on the wider benefits of being active to embed it in policy and practice across the region.

What we'll do:

1. Develop a coordinated communications plan with partners to collectively highlight the wide benefits of being active.
2. Test new ways of working across the region, to unite sectors to commit to driving system level change.
3. Review data, evidence, and insight across sectors.
4. Use the strategy to target additional investment opportunities into the region.

LOCAL

Council Plan, 2022-23, Flintshire County Council

The priorities for Flintshire as a County are set by the Council and its local public sector partners. We work together as a Public Services Board (PSB) combining our resources for the benefit of Flintshire. Working to the principles of the Well-being of Future Generations (Wales) Act 2015, the Council works collaboratively with local public sector partners as a Public Services Board. The Flintshire Public Services Board is at the heart of promoting a positive culture of working together, setting shared priorities and combining resources for the benefit of Flintshire, with an overall aim of improving local well-being.

The Plan sets out the Council's priorities under six themes:

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

The priorities for the Flintshire Public Services Board in 2022/23 are:

- Community Safety - People are Safe
- Healthy and Independent Living

A Placemaking approach will cover many of the Council's themes outlined above, but a major area of focus for places like Mold will be centred on the economy. Within this theme, the Council wishes to regenerate and re-invent its town centres, with its achievements to be measured by:

- Monitoring the health and vitality of town centres to support effective management and business investment decisions - by March 2023
- Encouraging and supporting investment in town centre properties especially to facilitate more sustainable uses - by March 2023
- Improving the environment in town centres - by March 2023
- Supporting the growth of community enterprises in town centre locations - by March 2023

Climate Change Strategy, 2022-2030, Flintshire County Council

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

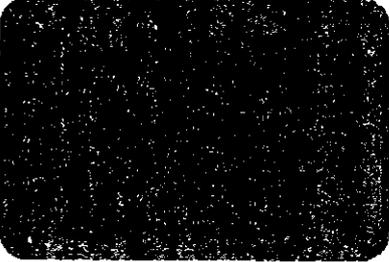
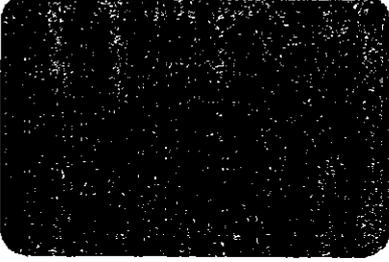
Supporting Nature in Flintshire – Our plan to maintain and enhance biodiversity under the Environment (Wales) Act 2016

Supporting Nature in Flintshire is Flintshire County Council's second plan for maintaining and enhancing biodiversity in Flintshire. The Council made good progress in 67% of the target areas under its 2016-2019 plan and is progressing work in 2020 in a stronger position having continued to secure a number of grants for action for nature and increased the Biodiversity Officer position to full time. Flintshire have been instrumental in ensuring the continuation of the Regional Nature Partnership (Bionet) which will be an essential tool in the development of a Local Nature Recovery Action Plan, in implementing targets from the National Nature Recovery Action plan, priorities from the Area Statements and wellbeing objectives.

Our plan is ambitious. It will involve working across council departments, driving change which will have multiple benefits and promoting new ways of thinking and working. There will be particular links with the Carbon reduction programme and the emerging priority area of climate change.

The plan discusses grassland and common land, woodland and trees and also the importance of rural and green infrastructure which forms part of place making plans.

Net Zero Carbon by 2030

<p>Buildings: 60% reduction in emissions by 2030, and adaptation measures</p>	<p>Mobility & Transport: 80% reduction in emissions by 2030</p>	<p>Procurement: 60% reduction in emissions by 2030</p>	<p>Land Use: increase carbon absorption and maintain biodiversity</p>
			

Behaviour: climate change is considered in all decision making. Members and employees are trained and aware of their responsibilities

Rural and Urban Green Infrastructure

There are many undesignated sites and scattered fragments of habitats which have nature conservation value and are essential for nature. This forms our green infrastructure. It includes streams and small pockets of wet woodlands, old hedgerows, acting as corridors for wildlife in otherwise species-poor fields; ancient woodlands hosting hundreds of species including bluebells. Combined these habitats provide for our more common and rare species such as Sand Lizards, Natterjack toads, Bats, Dormice, Otter, Great Crested Newts and thousands of wading birds on the Dee Estuary. Most urban areas within the County incorporate informal 'green space' which is important for wildlife and recreation. Many of these are the legacy of old industrial or mineral workings which have developed natural flora and are the home for numerous insect species. Greenfield Valley, Mold and Wepre Park, Connah's Quay are particularly valuable 'wild spaces'.

Flintshire Housing Strategy and Action Plan, 2019-2024

The Council has identified three strategic priorities for the next five years, which they believe will provide the right framework for delivering homes, supporting people and promoting sustainability of place. These are:

- Priority 1: Increase supply to provide the right type of homes in the right location;
- Priority 2: Provide support to ensure people live and remain in the right type of home; and
- Priority 3: Improve the quality and sustainability of our homes.

The Housing Strategy priorities align with those set out in our Regional Homelessness Strategy and the Local Action Plan, as well as the Regional and Local Commissioning Plans for Supporting People. These strategic documents have been developed in conjunction of each other to ensure all the delivery is complementary and the delivery principles are shared, including:

- The prevention of homelessness.
 - That suitable accommodation is and will be available for people who are, or may become homeless.
 - That satisfactory support is available for people who are, or may become homeless.
- Key quality housing facts include:
- 10.1% of occupied dwellings in the private sector across Flintshire contain a household which is in fuel poverty
 - 1.6% of private dwellings do not have central heating
 - A quarter of private rented dwellings fail the decent homes standards
 - 30% of excess cold hazards can be remedied with an intervention that savings to the NHS will offset within one year
 - The tenures with the highest percentage of dissatisfaction with the state of repair of their property is in the Council housing stock and private rented stock (2014)

The Council and Welsh Government are investing £50m in the Welsh Quality Housing Standards addressing the levels of disrepair in the Council housing stock (due for completion in 2020)

The vision for the Housing Strategy is:

“To work in partnership with key stakeholders to inform and deliver the right type of quality housing and the most appropriate support to meet the housing needs of our population.”

Flintshire County Council's Corporate Asset Management Plan

The Council's Asset Management Plan is a fundamental component in the effective delivery of our corporate priorities and strategies. The provision of the right asset in the right place at the right time will ensure the effective and efficient delivery of a comprehensive range of high quality public services.

The document also ensures appropriate linkages to the Welsh Government's ambition for a Net Zero Carbon Public Sector by 2030, the Welsh Government's Future Generation Act and the Council's Climate Change Strategy.

Key Aims

- Provide a clear context within which proposals for capital expenditure are evaluated to ensure all capital investment is targeted to deliver the Council's priorities as set out in the Council Plan.
- Set out how the Council identifies and prioritises capital requirements and proposals arising from various strategies including Council Plan, Portfolio Business Plans, and other corporate strategies and how they will be managed within the limited capital resources available.
- Contribute to the Welsh Government's Net Zero Public Sector by 2030 and manage assets to adapt to the changing climate as well as fulfilling our duties to enhance biodiversity and resilience of ecosystems.
- Critically challenge our current estate, continue with the programme of asset rationalisation, ensuring that assets retained are effective, efficient and sustainable to deliver services.
- Maximise capital receipts, while balancing the need for land retention for our own carbon sequestration purposes.
- Identify and consider options available to fund capital expenditure that minimises the ongoing revenue implications of historic capital expenditure and of any new investments.

- Use partnerships, both public and private, more effectively to support our overall strategy.
- Build on our arrangements for managing capital projects including assessment of outcomes and achievement of value for money.

Long Term – Where Does Flintshire Council Want To Be

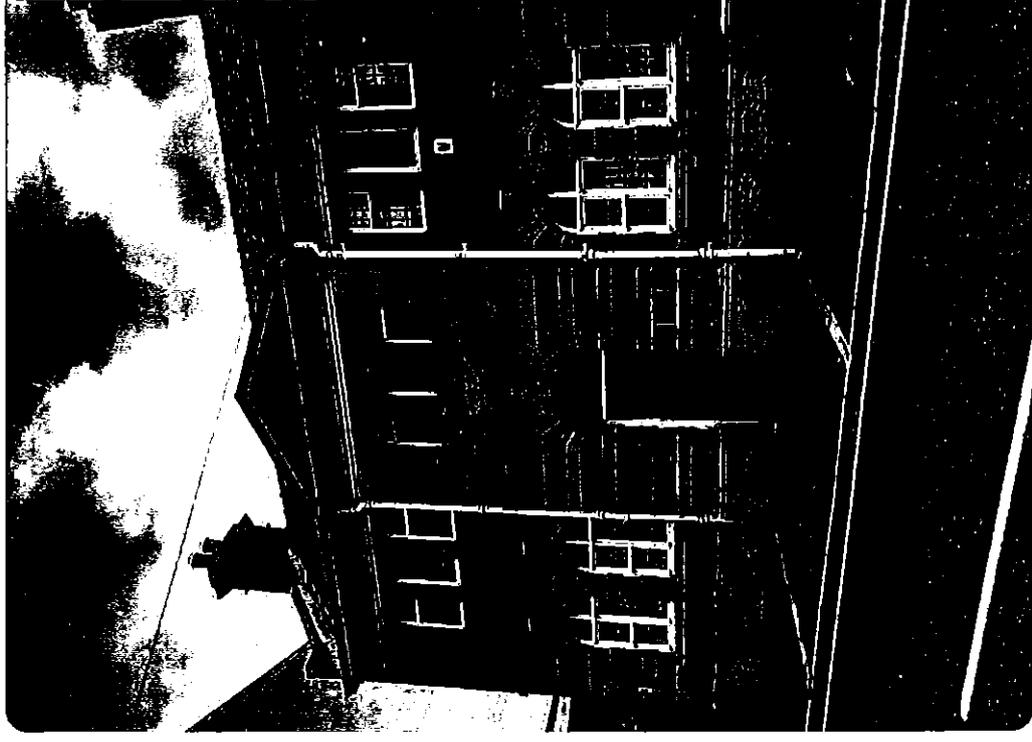
The aim of our long-term corporate Asset Strategy is to move towards an optimal portfolio of assets and to maximise income. To achieve an optimal portfolio of assets, we have considered what assets we need to deliver the Council's corporate objectives efficiently. This Asset Strategy directly relates to the Council's purposes: the services it is responsible for providing and the statutory functions we are responsible for fulfilling. It links the assets we require in order to provide services and fulfil its functions.

The optimal portfolio is not simply the assets that the Council would ideally like to have if resources were unlimited, but those assets that best enable corporate objectives to be delivered, taking into account overall value for money and the needs of our local communities.

This high level strategic document makes reference to the more detailed asset management plans developed within portfolios for example; Climate Change Strategy, Schools Modernisation, Highways Asset Management Plan, Housing Business Plan, Corporate Property, Industrial Estate, Agricultural Estate and the Digital Strategy.

At a high level for the varying categories of assets the strategy includes our plans for:

- Low carbon in operation and increased carbon sequestration across our assets purchasing and constructing new assets to low carbon or net zero carbon standards and as a vehicle to increase carbon sequestration and reduce our energy costs.
- Investing in and replacing existing assets.
- Transferring assets to other organisations i.e. Community Asset Transfers.
- Disposing of assets that are surplus to requirements.
- Setting out the long-term modifications required to the Council's portfolio of assets to deliver efficient services in the future.
- Links with various other Council strategies including the Council Plan, Portfolio Business Plans and other corporate strategies to identify changes required to the Council's portfolio of assets.
- Managing, in conjunction with the Capital Strategy the levels of investment required within the limited capital resources available.
- Determining what assets are required for effective service delivery.
- Seeking to maximise opportunities to generate sustainable income levels, through rent for example, while reducing the Council's liabilities.
- Critically challenging our current estate, continuing with the programme of asset rationalisation, ensuring that assets retained are effective, efficient and sustainable to deliver services.



Projects

Projects with a town centre or regeneration focus close to Mold include:

County Hall Campus

The requirement to take forward the redevelopment of the site so to address the future needs of the Council and other public sector partners; to provide a range of options and an integrated approach around the Courts, Theatr Clwyd and Joint Archive Service together with a wider site development.

Theatr Clwyd Redevelopment

The Theatr Clwyd building is at the end of its life and needs updating to ensure it is safe for public and employment use. Funding from the Arts Council of Wales has been used to complete a feasibility study into the potential for future capital development. The outcome of the feasibility study indicated that the main two theatres work extremely well and are the right size for audiences, however, the infrastructure supporting the building is in need of replacement and without this the Theatr is not sustainable. The scope of the project has been reduced in line with agreed key business plan objectives and will deliver the following:

- The complete strip-out and refurbishment of the existing buildings and the new build construction of a timber foyer extension and carpentry workshop.
- The much needed refurbishment of Theatr Clwyd will revitalise the theatre for the next generation. It will provide a new home for the local community and prevent the much loved building from possible closure.
- Auditoriums are improved technically, with minor improvements to seating planning and control rooms.
- Backstage areas are refurbished and internal layouts rearranged where necessary to meet requirements of different departments.
- Accessibility will be improved throughout, with level access to all front of house areas, five new passenger lifts, accessible toilets throughout the building.

The Council is receiving significant levels of external funding for the construction stage of the scheme, with £22m awarded from WG, £5m from the Arts Council of Wales (ACW) and £6m from Theatr Clwyd.

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

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

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

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

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

The main planning challenges identified are:

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

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

"The LDP is about people and places. It seeks to achieve a sustainable and lasting balance between the economic, social, and environmental needs of Flintshire and its residents, through realising its unique position as a regional gateway and area for economic investment, while protecting its strong historic cultural heritage and natural environment".

The LDP Objectives are defined as follows:

Enhancing Community Life

1. Ensure communities have access to a mix of services and facilities, such as education and health, to allow community life to flourish, and meet the needs of particular groups such as the elderly.
2. Encourage the development of town and district centres as the focus for regeneration.
3. Promote a sustainable and safe transport system that reduces reliance on the car.
4. Facilitate the provision of necessary transport, utility and social / community infrastructure.
5. Facilitate the sustainable management of waste.
6. Protect and support the Welsh Language.
7. Create places that are safe, accessible and encourage and support good health, well-being and equality.

Delivering Growth and Prosperity

8. Facilitate growth and diversification of the local economy and an increase in skilled high value employment in key sectors.
9. Support development that positions Flintshire as an economically competitive place and an economic driver for the sub-region.
10. Repurpose the role and function of Flintshire's town centres as vibrant destinations for shopping, leisure, culture, learning, business and transport.
11. Ensure that Flintshire has the right amount, size, and type of new housing to support economic development and to meet a full range of housing needs.
12. Ensure that housing development takes place in sustainable locations where sites are viable and deliverable and are supported by the necessary social, environmental and physical infrastructure.
13. Promote a diverse and sustainable rural economy.
14. Support the provision of sustainable tourism development.

Safeguarding the Environment

15. Minimise the causes and impacts of climate change and pollution.
16. Conserve and enhance Flintshire's high quality environmental assets including landscape, cultural heritage and natural and built environments.
17. Maintain and enhance green infrastructure networks.
18. Promote good design that is locally distinct, innovative and sensitive to location.
19. Support the safeguarding and sustainable use of natural resources such as water and promote the development of brownfield land.

The LDP sets out a series of sustainable policies which the Place Making Plan needs to respond to. These are:

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

The creation of sustainable places is an important principle that underpins the strategy of the LDP. Sustainable places are created from a balance

of environmentally friendly, economically vibrant, and socially inclusive characteristics, that aim to benefit not only current inhabitants but also future generations.

The aim of such places is that they:

- Meet the needs of all members of their community;
- Provide access to opportunities;
- Make available services, infrastructure, and support;
- Provide a range of quality, affordable housing;
- Are resilient and adaptable to change;
- Comprise high quality development and spaces;
- Are distinctive and have a sense of place;
- Are attractive, sociable, accessible, active, secure, welcoming, healthy and friendly;
- Have considered global through to local issues and considerations;

PE7: Retail Hierarchy

Retail, leisure and commercial development will be directed towards the following hierarchy as identified on the proposals map:

Town Centres	Buckley, Flint, Mold, Mold, Shotton
District Centres	Connah's Quay, Queensferry, Salbray
Local Centres	Bagillt - High Street, Broughton - Broughton Hall Rd Buckley - Lano End Caergrawle Coarwys Connah's Quay - Thornfield Ave Connah's Quay - Englishfield Ave Connah's Quay - Florde Ubarth Ewloe - The Highway Ewloe - Mold Road Flint - Northop Road Garden City - Welsh Road Greenfield - Parade, Hawarden Mold - Halway Hope Mastyn - Maes Fennant Wynydd Isa - The Square Pony/Iorad / Penymynydd Shotton - Aston Park Road Shotton - Central Drive

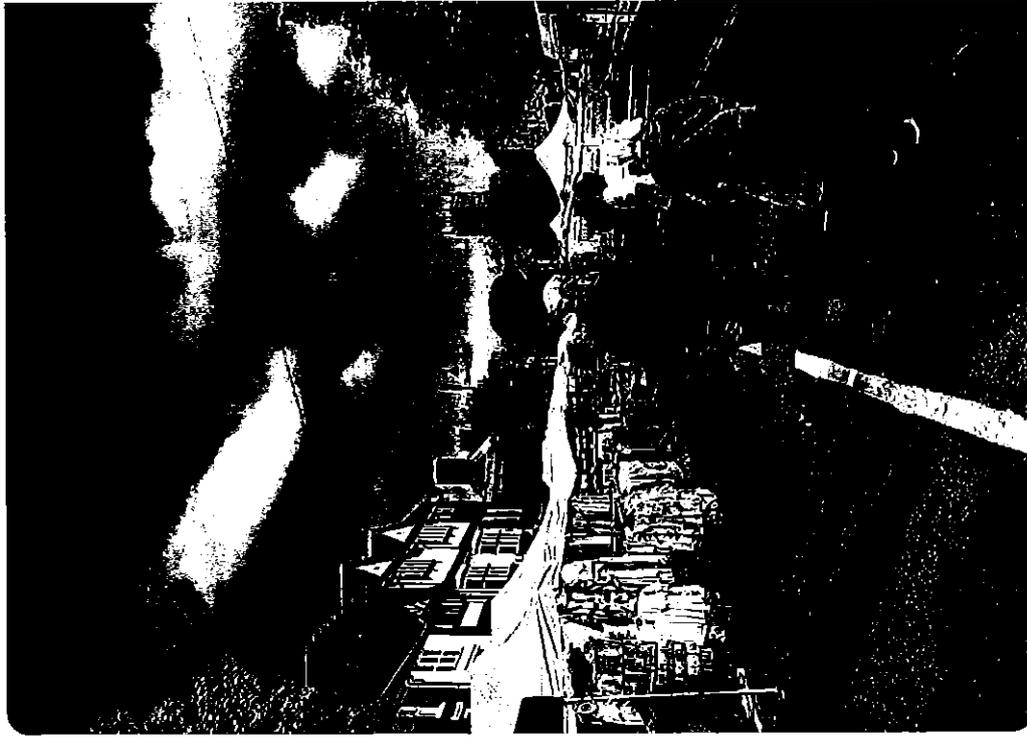
Some place-based specific policies to outline include:

STR9: Retail Centres and Development

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

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

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



TOWN LEVEL

Mold Town Plan

The Mold Town Plan was produced by Mold Town Council and Mold Town Partnership in 2017. The Plan sets out the priorities for the future of the town up to 2030. Organised around four themes, the Plan includes a range of priorities and potential actions around which efforts will be made by the Town Council and its partners to progress in the best interests of the town of Mold as a Welsh market town. The plan builds upon previous consultations and studies including key principles identified in the Sense of Place Study, Mold Action Plan and Cittaslow goals which include building upon the town's important Welsh culture and heritage.

Through public consultation the following themes were developed for the plan:

- An attractive and thriving town;
- A strategy for housing growth;
- Environment, open space and connections;
- Empowering communities and enhancing services.

Vision

"By the year 2025, Mold will be an economic driver for Northeast Wales and a must-see destination for visitors to the region. The local community, their families, friends and tourists will be able to enjoy the benefits offered by the Town's heritage and its natural and economic assets. This will be supported by the shopping experience offered by the range of successful customer-focused retail, tourist and professional businesses creating wealth and new job opportunities"

Actions

An attractive and thriving town

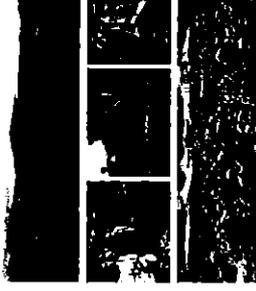
- T1 – Promote and manage the market offer in the town centre
- T2 – Shop-front improvements on High Street
- T3 – Improving the public realm in the town centre
- T4 – Supporting changes in the town centre
- T5 – Protect the best quality industrial/employment sites
- T6 – Proactive engagement with the Livestock Market

A strategy for housing growth

- H1 – A strategy for housing growth
- H2 – Prevent coalescence – sites to be protected
- H3 – Key principles for new housing developments
- H4 – Large sites delivered with green spaces and routes
- H5 – A range of types and tenures

MOLD TOWN PLAN

2017 - 2030



Environment, open space and connections

- S1 - Protect the varying landscape character on the edge of Mold
- S2 - Deliver the Mold Green Band
- S3 - Promote leisure and sustainable travel cycling routes
- S4 - Support and enhance new and existing green spaces within the town
- S5 - Review the flood defences
- S6 - Links with rural communities

Empowering communities and enhancing services

- C1 - Asset transfer
- C2 - Dementia Friendly Community and other groups with disability
- C3 - Putting on an event? The Town Council are here to help

Mold Town Centre, Green Infrastructure Audit, September 2024

Working on behalf of Flintshire County Council, LUC was commissioned to prepare a Green Infrastructure (GI) Audit for the town centre of Mold. The Audit identifies evidence-based intervention opportunities to protect and enhance GI, deliver high-quality placemaking, and help guide the future investment and delivery of GI and its associated benefits.

Purpose of this Audit

The Audit has three aims:

- To establish a baseline of existing GI features within the town centre of Mold.
- To identify a minimum of 10 interventions within Mold town centre to enhance the wider environment, green infrastructure and strengthen networks within the settlement.
- To set out supplementary information to support the implementation of the proposed interventions, including best practice case studies, management requirements, budget costs and illustrations.

Existing Green Infrastructure

Within the Mold study area, there are numerous sports pitches and playing fields associated with schools and several local amenity spaces and public parks. This includes The Rec, which comprises a skatepark, tennis courts, a bowling green, playing fields, and Mold flower gardens. Bailey Hill, to the north west of the town centre, is the site of Mold's motte and bailey castle, set within a 19th-century municipal park. The River Alyn valley, to the north east of the town centre, forms a natural edge to Mold and features numerous green spaces along its corridor, including many classified as 'natural'. There are additional linear belts of natural greenspace to the south of the study area, along a narrow watercourse adjacent to Maes Gwern and the western edge of Cambrian Business Park.

There are no green spaces within the town centre boundary. The NRW Town Tree Cover in Flintshire study reports that Mold has approximately 10.5% canopy cover. In the town centre, this canopy cover is largely focused around Mold Community Primary School and surrounding key civic spaces and buildings including St Mary the Virgin Parish Church and Mold Police Station. The wider study area, which predominantly comprises residential areas, has extensive canopy cover although this is largely focused in private

garden spaces. Linear woodland belts are located around the study area periphery, including along Mold's old railway line to the north of the town centre, which now forms a public footpath and cycleway, and Mold sewage works.

A Summary of Mold Town Centre

Key Challenges to Address:

- Very little green space in the town centre with limited tree planting.
- Vehicular dominance along the High Street.
- Footpath connections to the wider Flintshire countryside limited by Mold Bypass.
- Poor town centre play provision.
- Key traffic junction 'The Cross' has a poor sense of place and pedestrian crossing provision.
- Areas of the study area are susceptible to flooding, including large surface level car parks which feature little GI provision.



Figure 1: Green infrastructure within Mold town centre and surrounding area

Strengths to Build Upon:

- An attractive high street and conservation area, with the historic buildings having a considerable impact on the character and sense of quality within the town centre.
- Close proximity to the River Alyn valley, and longer distance footpath connections to Loggerheads Country Park and Clwydian Range and Dee Valley Area of Outstanding Natural Beauty (AONB).
- Bailey Hill, St Mary's Church, Mold conservation area's historic buildings, and Mold's street and livestock markets provide a unique package of visitor attractions.
- Mold Railway Path is an important part of Mold's active travel network and link to its heritage.
- Town centre features, including an annual festival, commemorating Mold's literacy icon Daniel Owen.

Area for Focus

- 1. Love Lane Car Park** is located to the north of the town centre. There is a grass verge along the eastern extents, featuring hedgerow with mature trees and a stone wall encloses the car to the west. The impermeable tarmac surface means that during moderate rainfall, the car park is subject to flooding, with large puddles sitting on the surface. There have also been instances of more extensive flooding during excessive rainfall, with the flood water deep enough to submerge a car.
- 2. Mold Railway Footpath.** A section of the old Mold and Denbigh Junction Railway has been dedicated as a public footpath. The footpath connects the A541, adjacent to Love Lane car park, to a Public Right of Way along the River Alyn at Rhyd-y-goleu. It is enclosed by trees and scrub and includes interpretation describing the history of the route. The former railway line route continues south through Love Lane car park, underneath King Street which spans the route via a bridge, through a linear car park to the north of Mold Police Station, underneath Chester Street, before terminating at Tesco Superstore.
- 3. Chester Street Gateway.** Chester Street is the main route into the town centre from the north and east. The gateway space is paved with brick setts in a herringbone pattern and comprises three

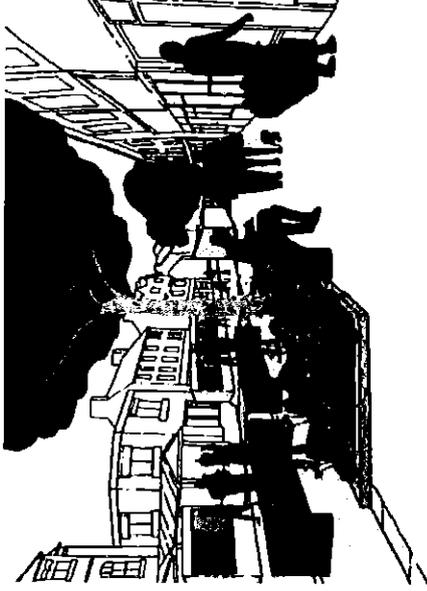
benches, two mature trees, and a 2.5m diameter steel sculpture. The sculpture, called the 'Steam Wheel' commemorates Mold's railway station (closed 1962), the site of which is now a Tesco supermarket; a condition of the retail development was that the company would contribute to public space in the town. The pedestrian environment here is poor. The footpaths either side of Chester Street are very narrow with the closest pedestrian crossing at the roundabout north of the gateway space.

- 4. Love Lane Access Ramp.** A ramp provides level access between Chester Street railway bridge and Love Lane car park, next to Mold Police Station. The ramp is accompanied by a steel handrail and there is an adjacent set of steps. A concrete retaining wall backdrops the ramp which is set within a grass verge area. The grass slopes are associated with the former railway cutting.
- 5. Mold Bus Station.** Mold Bus Station is located along Hallfields, between King Street and Chester Street. Hallfields is paved entirely with red brick setts, with road markings indicated with white setts. Blue painted guardrails enclose much of the bus station. The pavements enclosing the bus station access road are paved with red and blue setts. There are numerous benches, raised brick planters with shrubs and annuals, and mature trees along the length of Hallfield, as well as a stone sculpture by Sebastian Boyesen, depicting art in engineering.

It was commissioned by the former Clwyd County Council on the occasion of the opening of the Bus Station in Mold.

6. Mold Livestock Market. Mold Livestock Market is located in a central town centre position within Mold and can be accessed directly by vehicles from King Street and the High Street via a number of lanes. The Livestock Market is a significant part of the town's history having operated on the site since 1879, and providing a link with the town's rural hinterland and agricultural industries. It currently has a weekly market every Monday and Friday morning. It is understood that the Livestock Market plays a key role in the town centre economy and is particularly important at drawing people to the centre and increasing footfall and spending levels in local businesses.

7. Mold High Street. Mold High Street forms part of Mold conservation area. The footpaths along the High Street are of a comfortable width, with wider sections adjacent to some of the grander buildings, such as No. 24 and the Former Market Hall and Assembly Rooms (both Grade II listed), and the pedestrian entrance to the Daniel Owen Precinct. There is a sense of vibrancy along the High Street, which goes hand in hand with the impressive architecture and a very low shop vacancy rate. There is a weekly street market,



which sees the High Street closed to all traffic, but beyond this time, there is on-street parking on both sides of the road along much of the High Street. Mature street trees, many heavily bollarded, line the High Street at irregular spacings. Small groups of mature trees, shrubby vegetation, and grass verges surrounding St Mary's Church and Bailey Hill also provide a visual connection to GI from the High Street.

8. Daniel Owen Precinct. Daniel Owen Precinct is a pedestrianised shopping lane that connects New Street and High Street to Daniel Owen Square and Daniel Owen Shopping Centre. The lane is paved with red and grey sets, with a flush channel delineating a building trim. Street lighting, litter bins, benches, and A-board signs are scattered

along the centre of the lane. Hanging baskets are located regularly along the lane, providing a small amount of GI to the space. The enclosed nature of the space and lack of GI means the precinct feels dark and shady.

9. New Street Public Realm. New Street forms part of the A5119 along the main approach into Mold from the south west. It has a varied retail and commercial offering and links to the High Street via Chester Street. The footpaths vary in width, with wider sections, where the buildings are set back from the road. Guardrails line the street sections next to a signalised pedestrian crossing. There is no on-street parking, which reduces the overall width of the road compared to the adjacent High Street. There are no street trees, or other examples of GI, although there is a visual connection to the countryside and hills surrounding Mold, with views of the elevated topography visible at the tops of the road.

10. Mold Car Park Interventions. There are surface level car parks, comprising large extents of tarmac and no GI, throughout Mold town centre. This includes car parks located at Love Lane, King Street, New Street, Tesco and Aldi Superstores, and Bryn Garmon. Other than making a poor contribution to Flint's public realm and local biodiversity, the lack of GI or SuDS within these car parks will all contribute towards local flooding issues.

COMMUNITY AND ECONOMIC PROFILE



Population



Qualifications

Mold residents are well qualified with 34.6% attaining Level 4 qualifications and above, some 4.5% points above the Welsh average. Residents with no qualifications are some 2.8% points below the Welsh average at 17.1%, with the community meeting the average for Level 1, 2, 3 and apprenticeship qualifications.

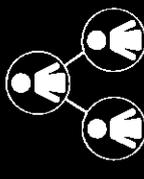


Health



Housing

The proportion of household homeownership in Mold is higher than the Welsh average at 39.4%, but those living with a mortgage or loan is also comparable to all Wales average at 29.3%. A mixture of tenure is evident in the town with 18.5% of homes socially rented, some two percentage points higher than the all Wales average, with private rented stock underrepresented at 12.9% (some 4.2% points lower). While 1 and 2 bedroom homes meet the Welsh average, three beds fall below the average yet 4 or more bedrooms are 3.2 percentage points above the Welsh average at 23.8%. This correlates to the high income levels in the town.



Occupations



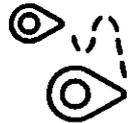
Crime

In Mold, the areas most affected by crime are Mold East and Mold Broncoed. During the month of May 2025, the crime category with the highest incidences were violence and sexual offences (n=16 and n=10 respectively). Anti-social behaviour and shoplifting come in second, which tends to occur in the town centre area, with 9 to 10 incidents a month reported. Public order is quite low with 2 incidents in the same month.



Occupations

Mold exhibits a lower than average pre-school population, which then rises above the Welsh average, for post primary and comprehensive school age. Retention of young people after school age appears a challenge, with a 1.7% drop between the ages of 20 to 24 compared to the Welsh average. It then climbs back up to the Welsh average for 30 to 34 at 6.2%, but then drops off between 35 and 39. From here on it tracks the Welsh average for the age ranges of 45 and over, with an only slight drop between 65 to 69 age group, only 0.3% below the Welsh average. It then tends to be 0.5 to 1 percentage points above all Wales average, with a sharp increase for those aged 85 and over.



Travel

28.1% of the Mold population travel between 10km and 30km to work, which is almost 10% points more than the Welsh average. This likely illustrates the close proximity of major employers close to the border with Cheshire, Deeside and the Northwest of England. Interestingly, while a higher proportion of the workforce are in professional and managerial sector roles, 23.8% work from home compared to the all Wales figure of 25.6%. This may be linked to the strong presence of manufacturing and production industries within the area and the need for people to be physically onsite and/or at their office base.

When looking at the main mode of travel to work, driving a car is the dominant choice, however the 'walking to work' figure indicates that a number of local employers are located close to residential neighbourhoods, whether these are town centre based or on local employment estates, with 11.3% walking to work compared to the Welsh average of 7.1%.



Vehicle

The proportion of households without a car in Mold (18.8%) is slightly below all Wales average of 19.4%. There is a slightly higher than average access to 1 car/van per household (42.4%) compared to the Welsh average (41.7%), with residents tending not to have 2 cars or vans in their household compared to all Wales figures at 29.6% and 28.1% respectively. This correlates with the propensity of larger homes and families as well as relates to travel to work patterns outlined later.



Education

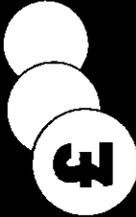
The figures show younger people reaching a good standard of educational attainment, leaving the town for higher education, with some people returning in their mid-30s with the town having a propensity to attract couples and young families. From there on, the town has a balanced and established population with a good standard of income leading to good levels of health and longevity. The town has an above average cohort of residents living beyond the age of 85.

Note:
Data generated by the 'Build a custom area profile' tool on 30 Jul 2025. The data in this profile are aggregated from small areas on a best-fit basis and therefore may differ slightly from other sources.



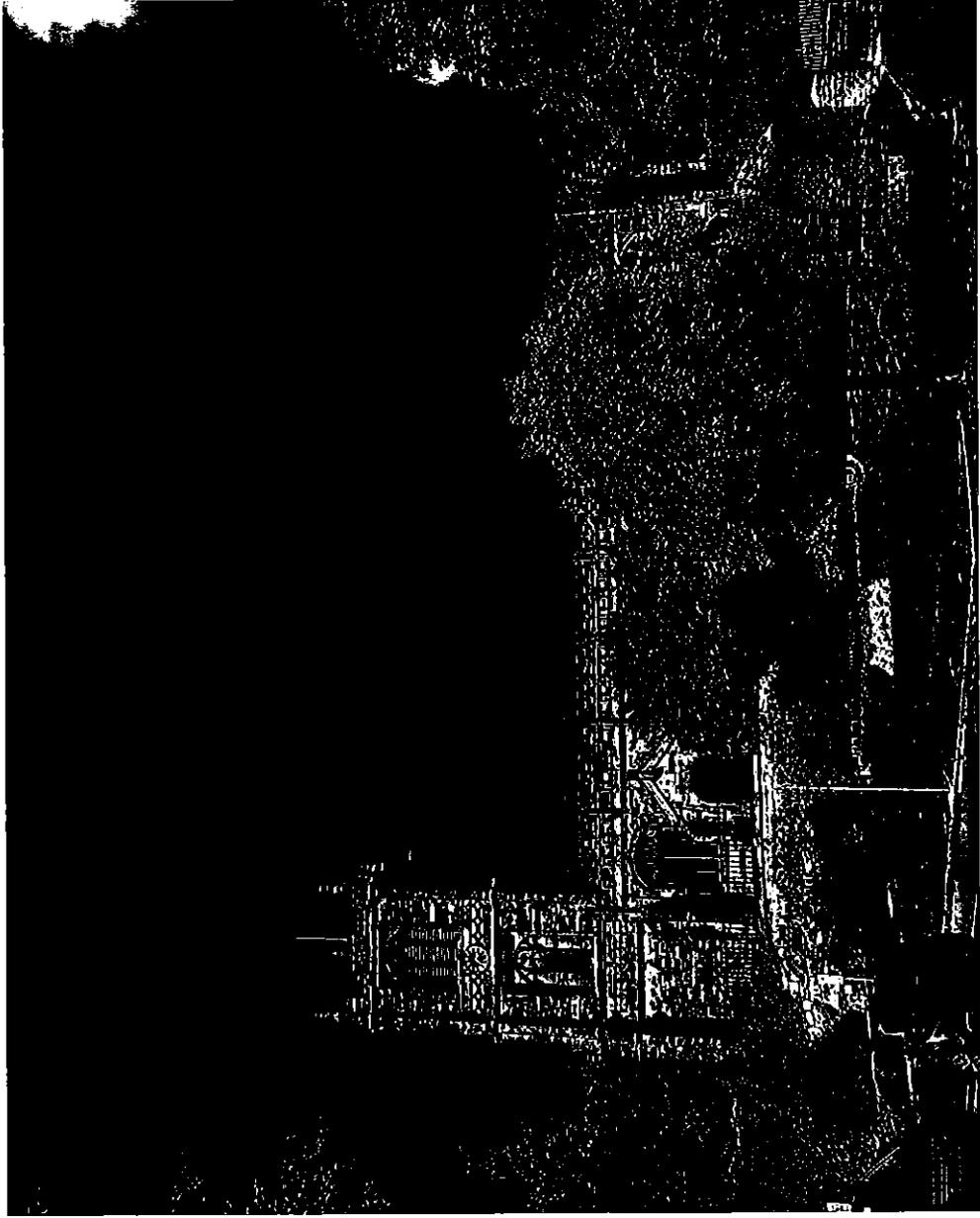
Language

Language is a key element of a place's identity and culture. It shapes how people interact and how they perceive their environment. Understanding the local language and dialect can provide valuable insights into the community's values and traditions.



Economic Activity

Economic activity is a vital component of a place's development and sustainability. It encompasses various sectors such as agriculture, manufacturing, and services. Analyzing the local economy can help identify opportunities for growth and innovation.



COMMERCIAL OFFERING AND VACANCIES

Mix of Uses and Activities

The accompanying charts show the mix of uses and activities within the Mold Town Centre boundary. Please note the town centre survey was undertaken in August 2025 and is subject to change.

Mold has approximately 250 properties within its town centre area, which is defined by the current Local Development Plan. The town centre has a more radial shape than other Flintshire towns due to its medieval street pattern. The town centre is accessed by the A5119 and by the A494, the Mold Outer Bypass. Chester Street and New Street sit along the A5119, with High Street and Wrexham Street meeting these roads at the central, light-controlled crossroads. The town centre is contained by Bailey Hill and St Mary's Church to the northwest, partially by the A541 to the east and by Bryn Coch Primary School and the Glanrafon neighbourhood to the south. Residential streets form a strong edge to the commercial centre from the south and west.

On the edge of the town centre and accessed off the A541, there are a number of larger retailers such as Tesco, Aldi, Farm Foods, Home Bargains as well as McDonalds and a KFC. These all have associated car parks for their customers. There are also some other businesses off the A541 including a plumbing centre and a funeral director.

From the eastern approach along Chester Street and King Street, the town centre is more spread out with a campus of public buildings including the police station and CAB offices. The main bus station and public toilets are also situated on Hallfields. The town's cattle market straddles these two streets as well, with prime stock and dairy sales held every Monday and store stock sales held each Friday. These two streets tend to have independent businesses trading with a mixture of health and beauty, estate agents, a couple of cafés. It is also where a number of notable restaurants and bistros are found including the Fat Boar and Y Delyn Wine and Tapas Bar.

Three other streets contribute to the radial pattern of Mold town centre. These are:

High Street. Due to its width and it gradually rising to St Mary's Church and the town's Bailey and Castle it feels active, with popping in on-street parking and a number of arcades and routes feeding into this main street. From the cross-roads there is dominance of national retailers sat within the primary frontages, such as a small Morrisons convenience store, Poundstretcher, Boots the Chemist, Costa Coffee and HSBC Bank, amongst others. A small courtyard off the High Street is home to an independent burger bistro and a coffee shop.

At the junction with Earl Road and King Street, High Street sees a change in its character with independent businesses occupying secondary frontages with the unit size mostly smaller, more affordable and easier to manage. Fabrics, books, carpets and rugs are some of the non-food offerings with a diverse range of convenience (butchers, delicatessen) as well as food and drink including a steakhouse, oriental takeaways, a wine bar, coffee shops and a public house. At the time of writing this plan, the Dolphin Hotel on High Street was undergoing extensive refurbishment.

New Street. This street forms the southwestern axis of the town centre. It links the main car park with the shopping offer and has the Daniel Owen Precinct located at its mid-point. The Vaughan Davies menswear shop forms a bookend at the start of the street with businesses mainly being independently owned, with the exception of Iceland which has its rear elevation fronting onto the street. The Pentan public house has a strong presence on the street, in addition to the portico fronted Methodist chapel. The mix of businesses include fashion, schoolwear, health and beauty as well as a book shop and record shop.

Daniel Owen Precinct. The precinct forms a link between New Road, High Street and Earl Road. It has a number of large format units which accommodate a Peacocks, a local homeware store and a Dominos pizza takeaway. The remainder of the precinct are local businesses occupying single and double frontage properties. The Council run indoor market is in the centre of the precinct which has mixture of produce, a takeaway, fabric, health and beauty and gifts. This is open six days a week.

The range of businesses in the precinct is diverse and good quality with a pet shop, Thai restaurant, quality butcher, delicatessen and a couple of charity shops. Mold Town Council have also relocated to the precinct from their former offices on Earl Road, which helps drive linked footfall through this part of the town centre. Polly's Brew Co., based on the outskirts of Mold, has also recently opened Polly's Social in the Daniel Owen Centre, which is a bar with small plates of food and Sunday roasts on offer.

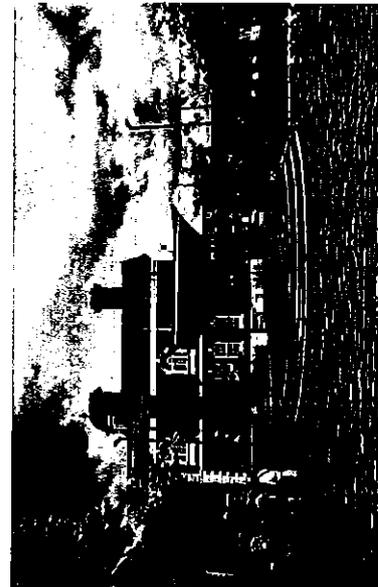
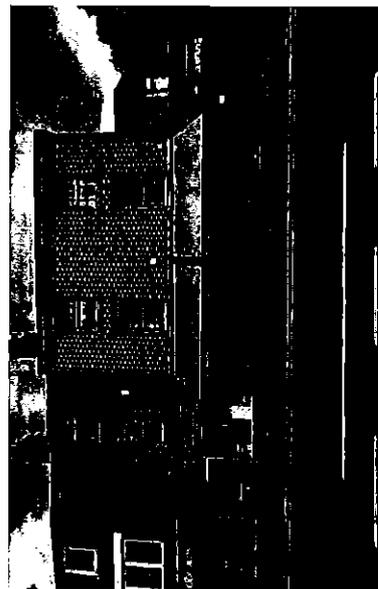
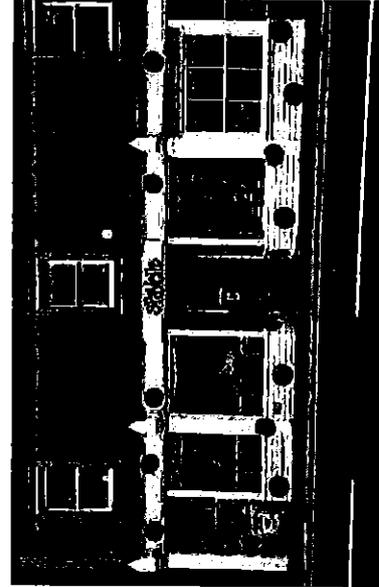
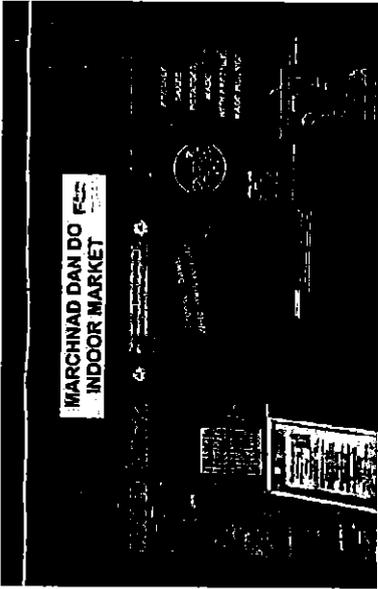
As you move into Daniel Owen Square, the public realm opens up with a community centre, Mold Library and Museum and a number of businesses including a florist, hairdresser and a tap house/bar. Earl Road. At the start of this road, it has some strong independents with some coffee houses, a fabric shop, ale house and a curtain shop. While there is a post

office counter service on this road, the postal delivery operation sits on a large site to the rear. The closure of the Town Council offices also leaves a large civic building redundant, and not contributing to street activity.

Wrexham Street. This street takes you south of the town centre and has a pedestrian link into the Ambrose Lloyd Centre and the main long stay car park off Glanorafon Road and New Road. The businesses are all independent with the exception of the Wetherspoons pub. Takeaways, a picture framers, health and beauty, tattoo parlour and an established newsagent are found on the street, with Mold Ex-Servicemen's Club at the end of the street frontage. The Ambrose Lloyd Centre looks dated and underused with only a couple of occupied units (chocolate maker and social care training provider) trading.

Markets. Street Markets are a key part of the town's offer. These are held every Wednesday and Saturday from 9am to 3.30pm throughout the year attracting more than 70 traders. The farmer's market is held at St Mary's Church Hall (King Street) from 9am to 2pm on the first and third Saturday of the month. A monthly Sunday gathering artisan market is also held between March and October.





Other Events. The Town Council also organises a number of town centre events including:

- Live on the Square
- Commemorations
- Novemberfest
- Christmas lights switch on, and more

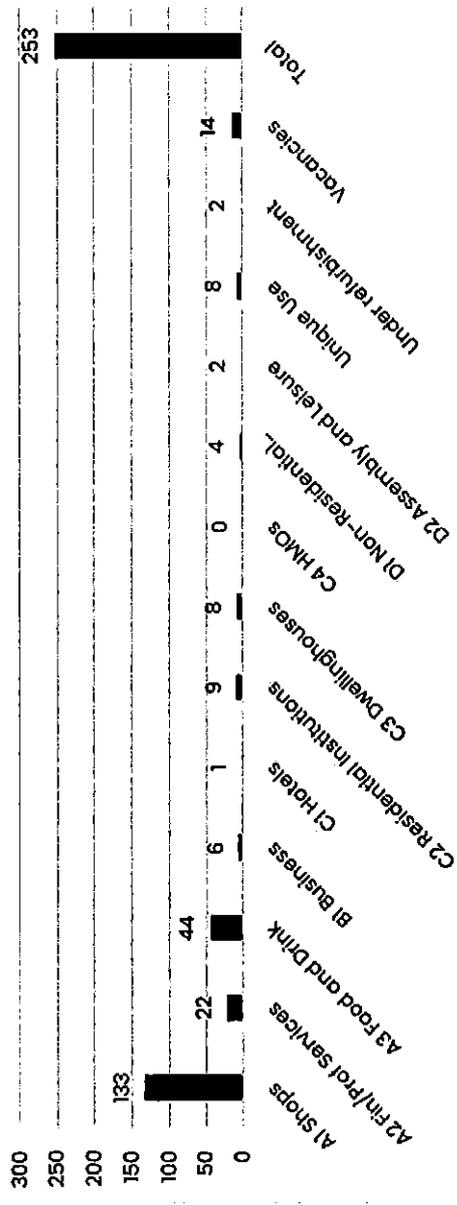
A programme of guided walks is also organised across the town centre, which include:

- History of Wrexham Street and New Street
- History of Mold – General History of Mold Town Centre
- Pubs & Breweries of Mold.
- Church & Chapels of Mold
- Victorian Mold, life and times of Daniel Owen.

Figure 1 indicates that there is a strong shopping and services-based offer (A1), followed by food and drink (A3) and then by financial/professional services (A2).

Figure 2 and Figure 3 (on the following two pages) indicate that over half (54%) of the town centre uses and activities are service sector based, followed by non-food (comparison 24%) and then food based (convenience 7%). When reviewing the use and activities in more detail, Figure 3 indicates that the UK trend of health and beauty is also strong in Mold with

Figure 1 – Breakdown of Town Centre Uses by Use Class;



Source: Chris Jones Regeneration

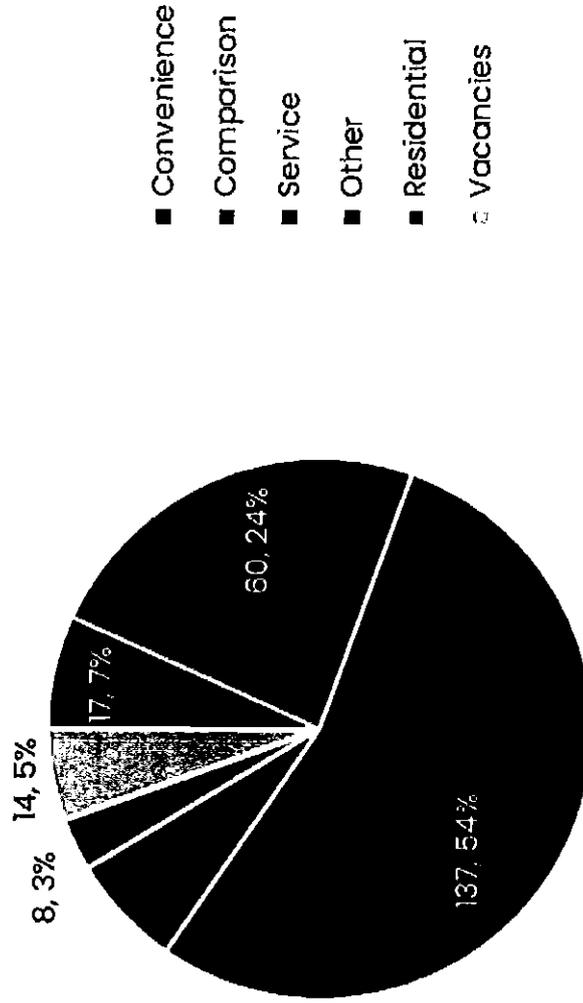
a number of hairdressers, nail parlours and other beauty-based practices. Within this segment, there are two pharmacists represented in the town centre. Food and producer-based businesses are strong, ranging from a number of national supermarkets (Tesco, Aldi, Iceland and Farm Foods) through to a bakers, two butchers, a delicatessen and some smaller convenience stores.

The homeware and DIY category is quite broad with a number of businesses that sell carpets, rugs, fabrics, curtains, small homeware and more. There is also a builders merchants in the town centre.

Other professional services include solicitors, training organisations and some office-based organisations.

The food and drink sector, like other UK town centres, has a dominance of takeaways (n=18), but is balanced by restaurants and bistros (n=7) and public houses and bars (n=8). Takeaways tend to be on the edge of the secondary frontages of the town centre with representation of fish and chips, kebab and pizza, Indian, Chinese, burgers and more. The restaurant and bistro offer are scattered across the town centre with Y Delyn, the Fat Boar, Just Steak as well as an Indian, Thai and local pubs providing bar food. The newly opened Polly's Social also adds to Mold's brewing identity, in addition to Mold Ale House, Y Pentan and the Beer Lab. Coffee shops and cafés are plentiful ranging from national coffee chains through to independent coffee shops, cake and waffle shops

Figure 2 - Breakdown of Town Centre Uses by Segment:



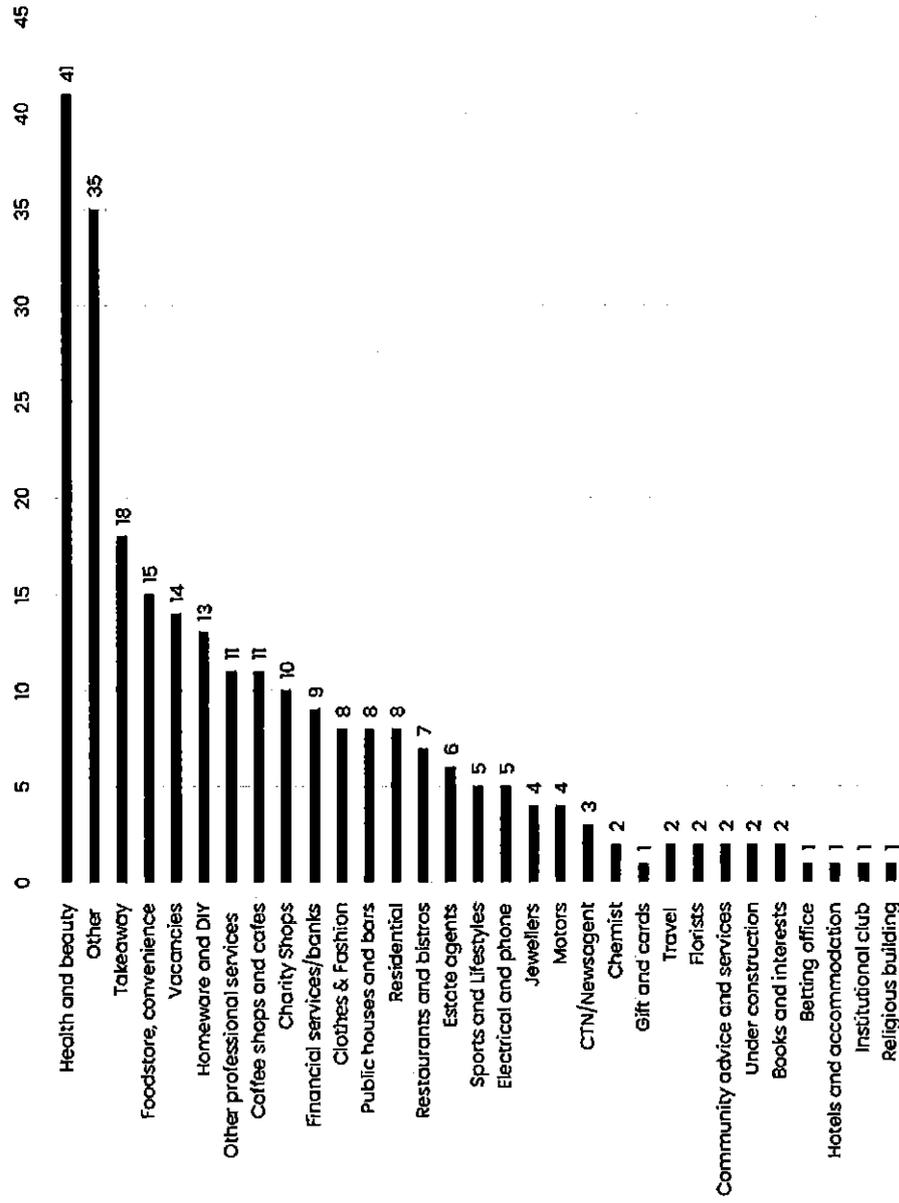
Source: Chris Jones Regeneration

and traditional cafés. Other notable uses and activities that underpin Mold as a local and visitor destination include menswear shops, records, bookshops, a large schoolwear retailer, a sweet shop, picture framers, florists, jewellers and a number of fabric/linen/curtain shops. A couple of motor repair garages are located on the edge of the town centre. Some gaps that a market town like Mold could target include:

- Fashion for younger people
- Menswear
- Wider range of ladies fashion
- Homeware and gifts
- Antique and bric a brac
- Art and galleries
- Bistros with a sense of local dishes and provenance

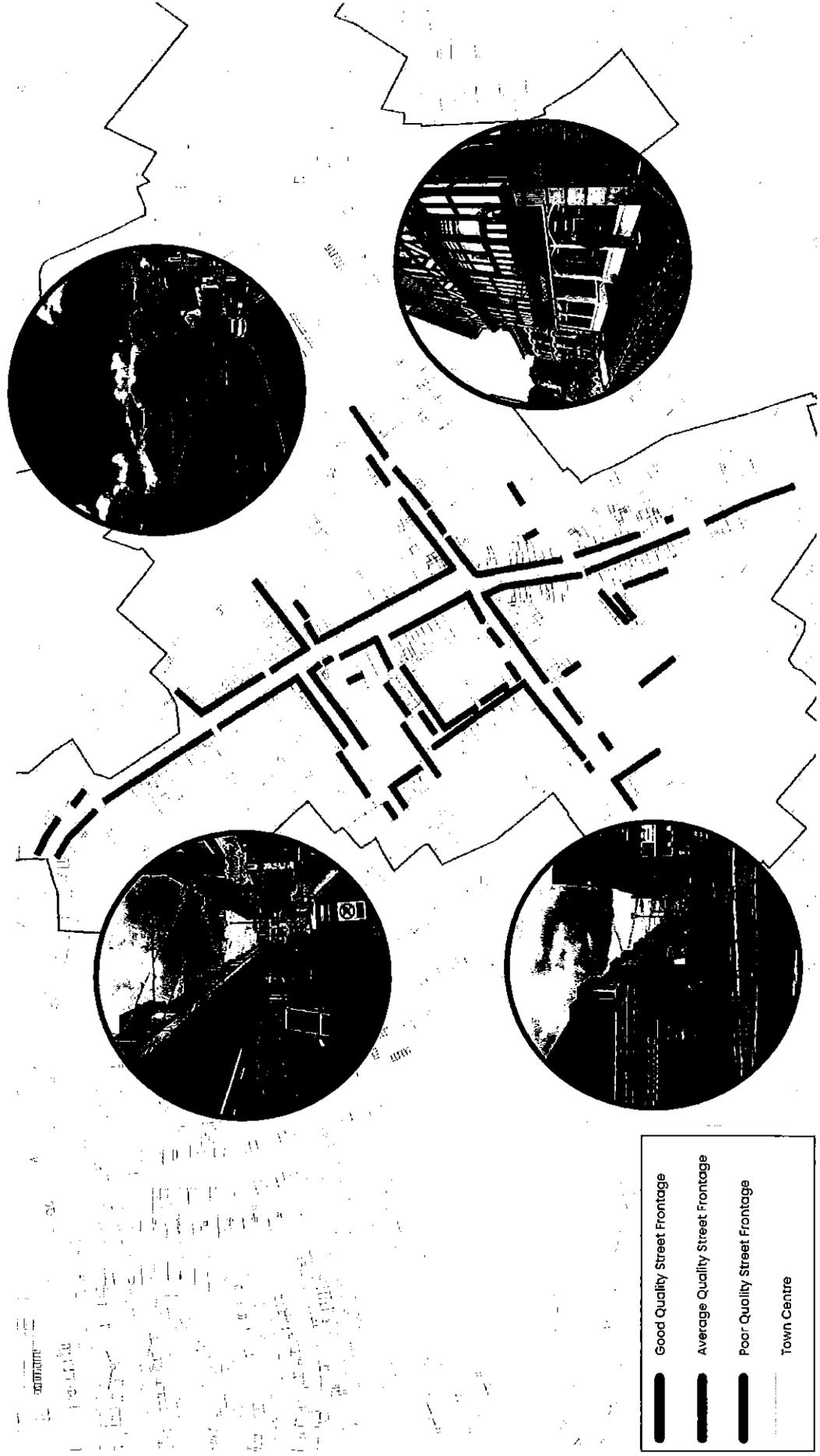
Vacancies. The vacancy rate is low at 5.5%, compared to the UK average of 14%. Where there are unoccupied properties, these are found at the Ambrose Lloyd Centre, some larger double-frontage units in upper High Street and along Chester Street where the pavements are quite narrow and where the buildings are difficult to modify. The redundant former Town Hall is a large asset that needs consideration. There are also a number of larger properties in the town centre that if they were to close/be relocated would need careful consideration in terms of repurposing/ redeveloping.

Figure 3 - Breakdown of Town Centre Uses by Activity;



Source: Chris Jones Regeneration

STREET FRONTAGE ANALYSIS



SUMMARY OF 'GIVE MY VIEW'

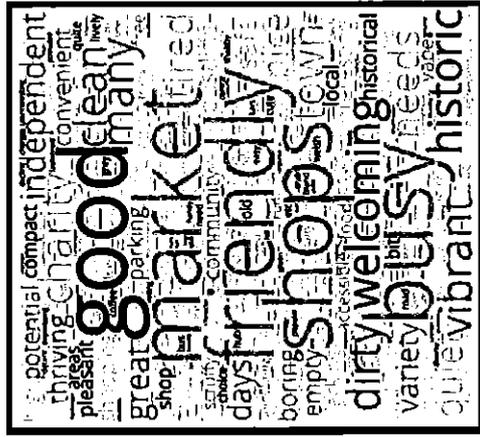
As part of the community consultation, Flintshire County Council used the digital platform 'Give My View' which was promoted through a social media campaign. This campaign generated:

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

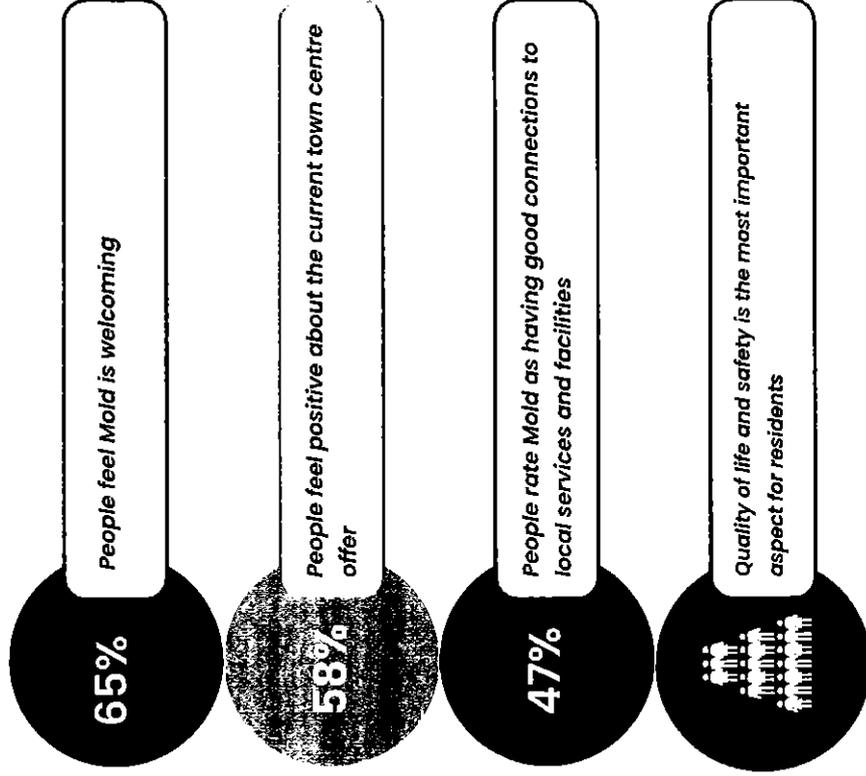
After clicking on the survey, 1143 surveys were completed with 830 open comments received, which supported the analysis of local needs and focus for the Place Making Plan.

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

Word Clouds



One positive word for Mold town centre now



The top improvements to make in Mold are:

- Vacant premises – 44%
- Cleanliness – 27%
- Parking – 25%
- Services – 25%
- More greenery – 21%
- Other – 18%
- Community activity – 11%
- Accessibility – 8%

Top 3 reasons for visiting Mold town centre are:

- Grocery shopping – 74%
- Services – 37%
- To meet family and friends – 30%
- To work – 12%
- I use the community spaces – 9%
- Leisure facilities/playgrounds – 9%
- To visit the site – 3%
- For education – 1%



- Retail opportunities – 63%
- Access and transport – 40%
- Health and wellbeing – 32%
- Social and community events – 32%
- Leisure facilities – 32%
- Building improvements – 27%
- Environmental issues – 25%
- Town centre housing – 10%

How often do people visit Mold town centre?

- Multiple times a week – 43%
- Once a week – 22%
- Every day – 13%
- Multiple times a week – 13%
- Once a month – 5%
- Rarely – 4%

How do people get to Mold town centre?

- Car – 78%
- Walk – 42%
- Bus – 7%
- Cycle – 2%
- Community transport – 2%
- Other motorised vehicle – 2%

What time of day do people visit?

- Morning – 48%
- Afternoon – 43%
- All day – 21%
- Lunch – 20%
- Evenings – 18%
- At night – 9%

How long do people stay?

- I spend a few hours – 47%
- I'm in and out – 46%
- Stay for most of the day – 5%
- I don't visit often – 2%

Note: Due to the multi response nature of these questions, percentages will not total 100%.

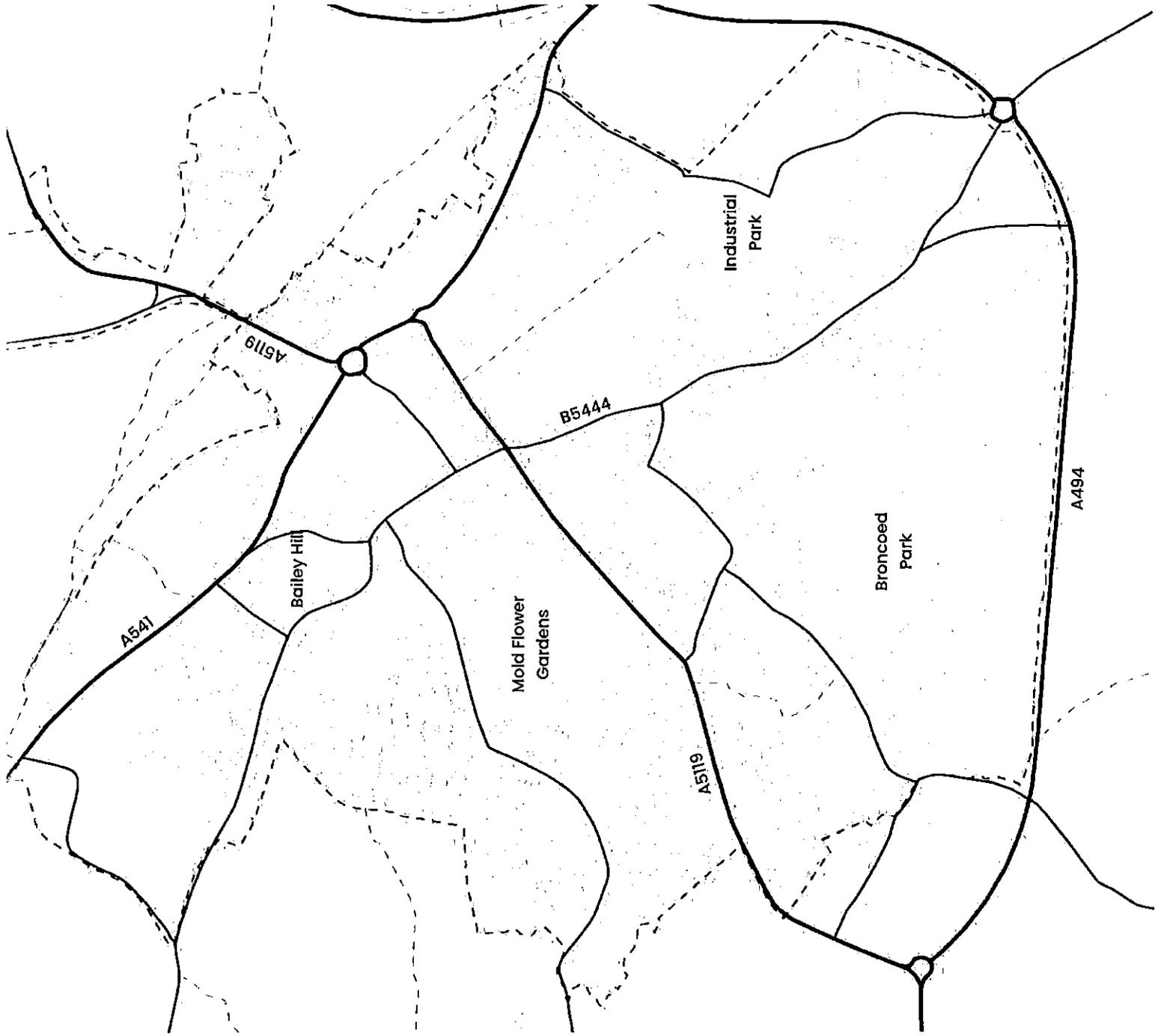
MOVEMENT PLAN

Mold is well connected to the wider road network via the A494 Mold Bypass, that skirts the southern and eastern end of the town. This provides good links into Mid Wales, the North Wales Expressway and Chester. The A5119 runs through the heart of the town (and town centre) and links the eastern and western ends of the settlement. This then extends north out of the town and links to the former County Council offices and Clwyd Theatr Clwyd.

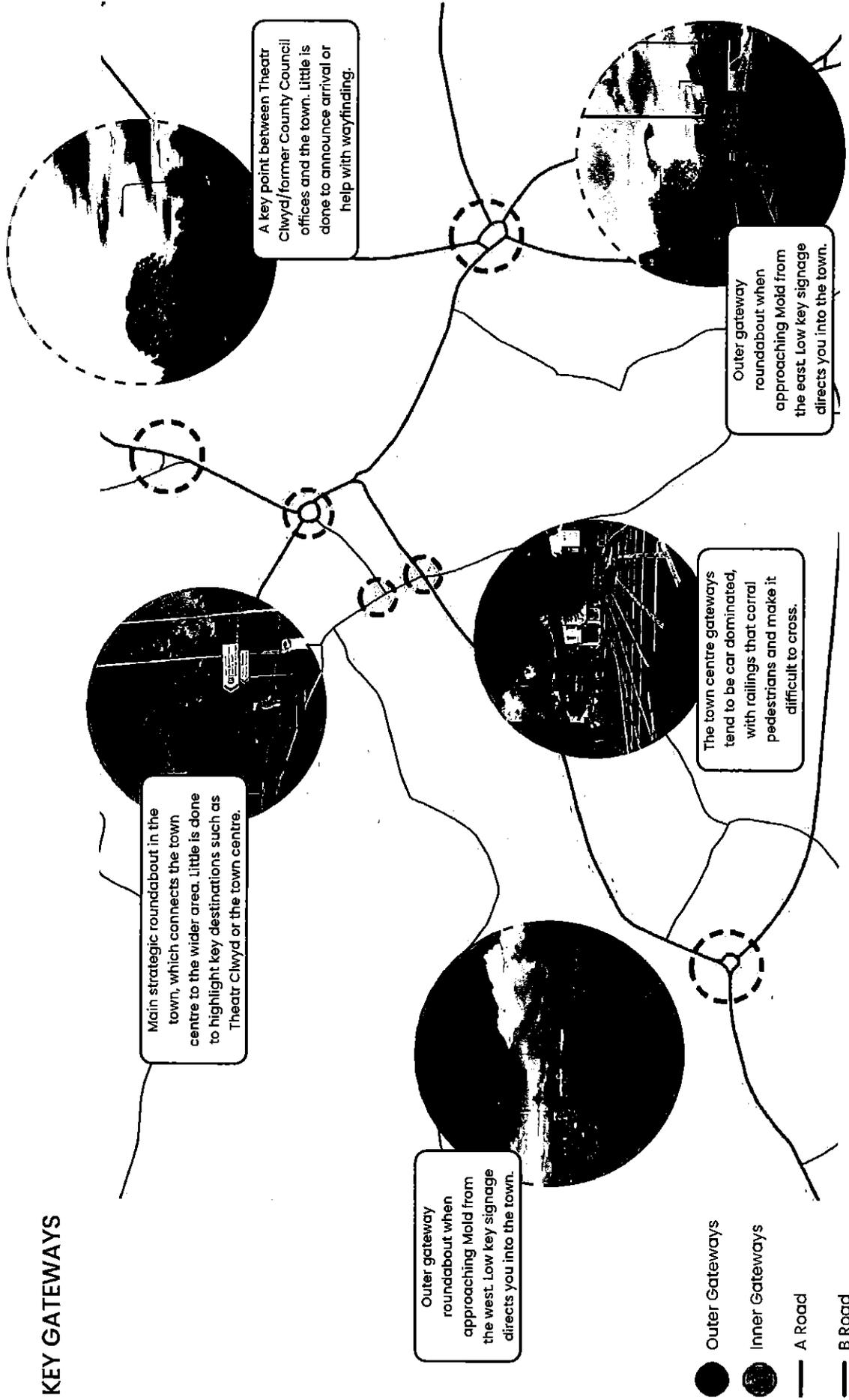
The town does not have a train station, but the bus station is located within the town centre. This provides regular services to Wrexham, Chester and various towns within North Wales.

The town itself and the surrounding areas are reasonably pedestrian/cycle friendly, with local routes for cyclists. There are also some walking paths and green spaces for locals and visitors.

- - - Mold Boundary
- A road
- B road
- - - PROW



KEY GATEWAYS



GREEN INFRASTRUCTURE

Mold has a network of green spaces throughout the town including a number of sports pitches, playing fields, parks and natural green spaces.

As the plan demonstrates there is little to no public open space is situated within the town centre itself. Although the church grounds and Bailey Hill do 'green' the northern end of the High Street they are not generally usable and accessible spaces. Public open spaces and sports pitches, tend to be concentrated towards the edges of the town centre, or the town itself.



ASSETS PLAN

Mold benefits from a range of services and facilities, within and surrounding its town centre. A number of industrial/employment areas sit to the south of the town with its good access to the Mold bypass.

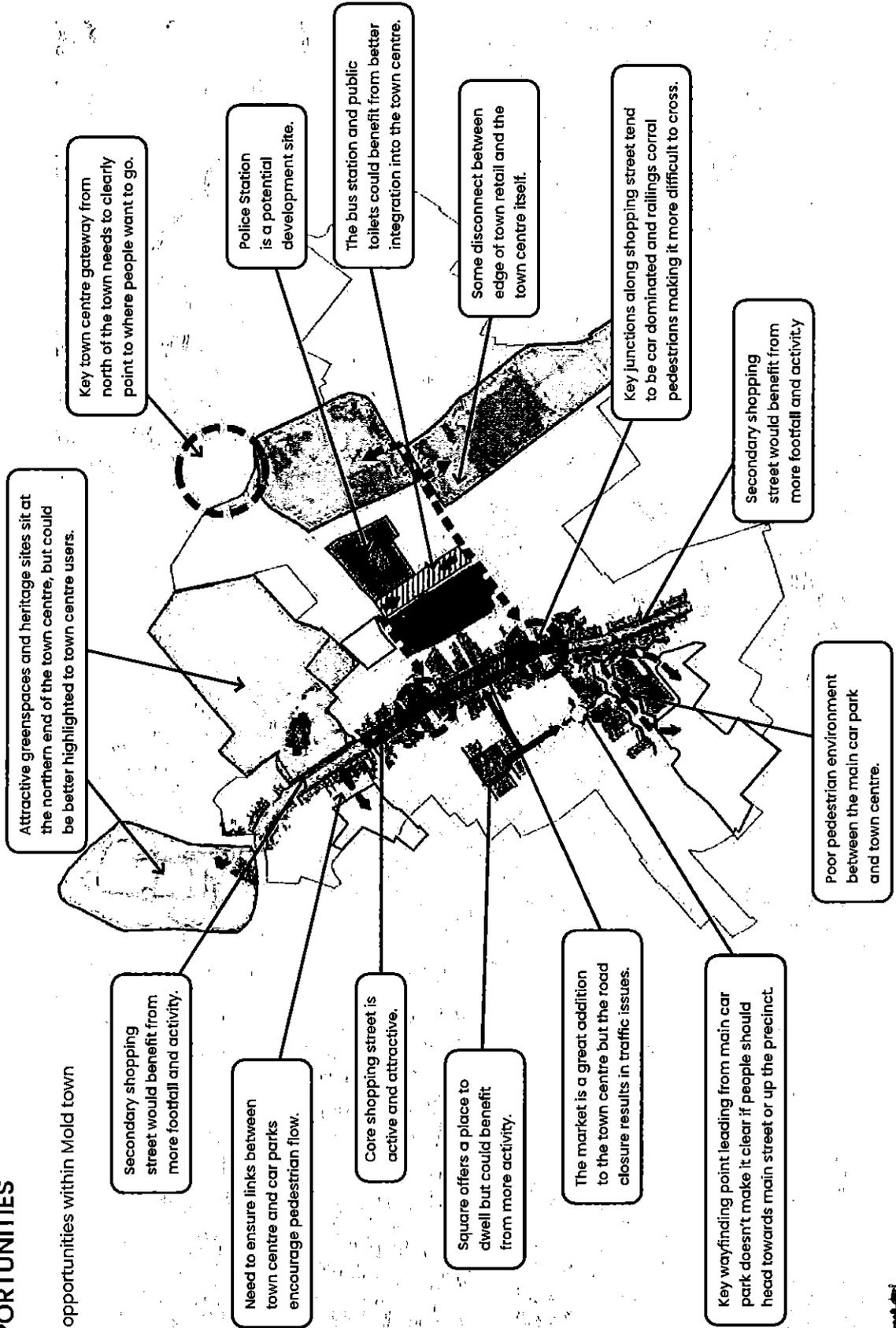
Theatr Clwyd, the former County Council offices and Magistrates Crown Court sit just to the north of the town.

-  Town Centre
-  Church
-  Health Centre
-  Police Station
-  Fire Station
-  Park
-  Cemetery
-  Supermarket
-  Community Facilities
-  School
-  Sports Grounds



ISSUES & OPPORTUNITIES

The key issues and opportunities within Mold town centre include:



SWOT ANALYSIS PLACE

- Attractive and generally vibrant High Street with strong streetscene and key historic buildings
- Setting of town centre and its proximity to River Alyn valley and footpath connections to Loggerheads Country Park, Clwydian Range and Dee Valley AONB
- Bailey Hill and St Mary's Church draw you up High Street and are key heritage sites
- Mold's street markets are well known and draw day visitors as well as local residents
- Livestock market in the heart of the town centre forms part of market town identity and agricultural story
- Annual town centre festivals that celebrate literacy icon Daniel Owen and also local food and drink, amongst others
- Town centre has a radial shape which provides more depth and opportunities to explore
- Residential areas close to the town centre with good links
- Strong independent business offer that underpins town centre identity
- Notable food and drink destinations such as Fat Boar, Just Steak and Y Delyn
- Local breweries and ale houses form a strong beer story
- High Street feels active with side streets and arcades
- Local library, health centre, museum, community centre, police station and other public facilities are located within the town centre
- Mold town centre follows UK trends of health and beauty services
- Food and producer business base broad from supermarkets, bakers, two butchers, a delicatessen and smaller convenience stores
- Primary and secondary schools are close to town centre
- Vacancy rate of 5.5% is low
- 43% of residents surveyed visit the town centre multiple times a week
- 42% of residents surveyed walk to the town centre
- 47% of residents surveyed spend a few hours in the town centre

STRENGTHS

WEAKNESSES

- Limited green space and tree planting in the town centre
- Vehicle dominance in High Street
- Mold Bypass creates severance to the wider countryside
- Lack of play provision within the town centre
- Central crossroads has a poor sense of place and is not pedestrian friendly
- Car parks have limited green infrastructure
- Indoor market could be performing better
- Gaps in retail offer include younger peoples' fashion, antique and bric-a-brac, arts and galleries and additional bistros
- Ambrose Lloyd Centre is partly unoccupied and is in poor condition
- Some large civic buildings are empty and difficult to repurpose
- Narrow pavements and poor street quality has a direct relationship to vacant buildings
- No train station but good connections from main bus station

- Key gateways and approaches from the east
- Mold bus station and livestock market area needs enhancements
- Daniel Owen Square needs to meet its potential as an events and activities space
- The Dolphin hotel is undergoing extensive refurbishment
- Major town centre cross-roads can be more people friendly
- Food and drink could be more cohesive
- 44% of residents want vacant properties addressed
- Relocation of Mold Town Council to the Daniel Owen Arcade has opportunity to drive pedestrian footfall
- Investment in Theatr Clwyd

OPPORTUNITIES

SWOT ANALYSIS PEOPLE

THREATS

- Economic shocks and impact on High Street spending
- Continued trend in online shopping
- Proximity to Cheshire border and other shopping destinations
- Potential closure of public toilets at bus station

- 10,500 people live within Mold community
- Higher than average population for those aged over 85
- 20.8% of town population can read or write Welsh
- Ysgol Maes Garmon has a key influence on levels of Welsh in town
- 39% of residents own their home outright
- Good mix of housing tenure
- Strong representation in professional and associate professional occupations
- Above average representation in sales and customer services
- Residents are well qualified, some 4.5% points above the Welsh average
- 47.3% of residents rate their health as very good
- 53.7% of residents are economically active
- 11.3% walk to work compared to the Welsh average of 7.1%
- 65% of people find Mold welcoming
- 58% of people feel positive about the town centre offer

STRENGTHS

WEAKNESSES

- Drop in post school age of 20 to 24 compared to Welsh average
- 28% travel between 10km and 30km to work
- Travel to work patterns means higher car ownership and more choice
- Home working is below the Welsh average, so reduced linkages to town centre

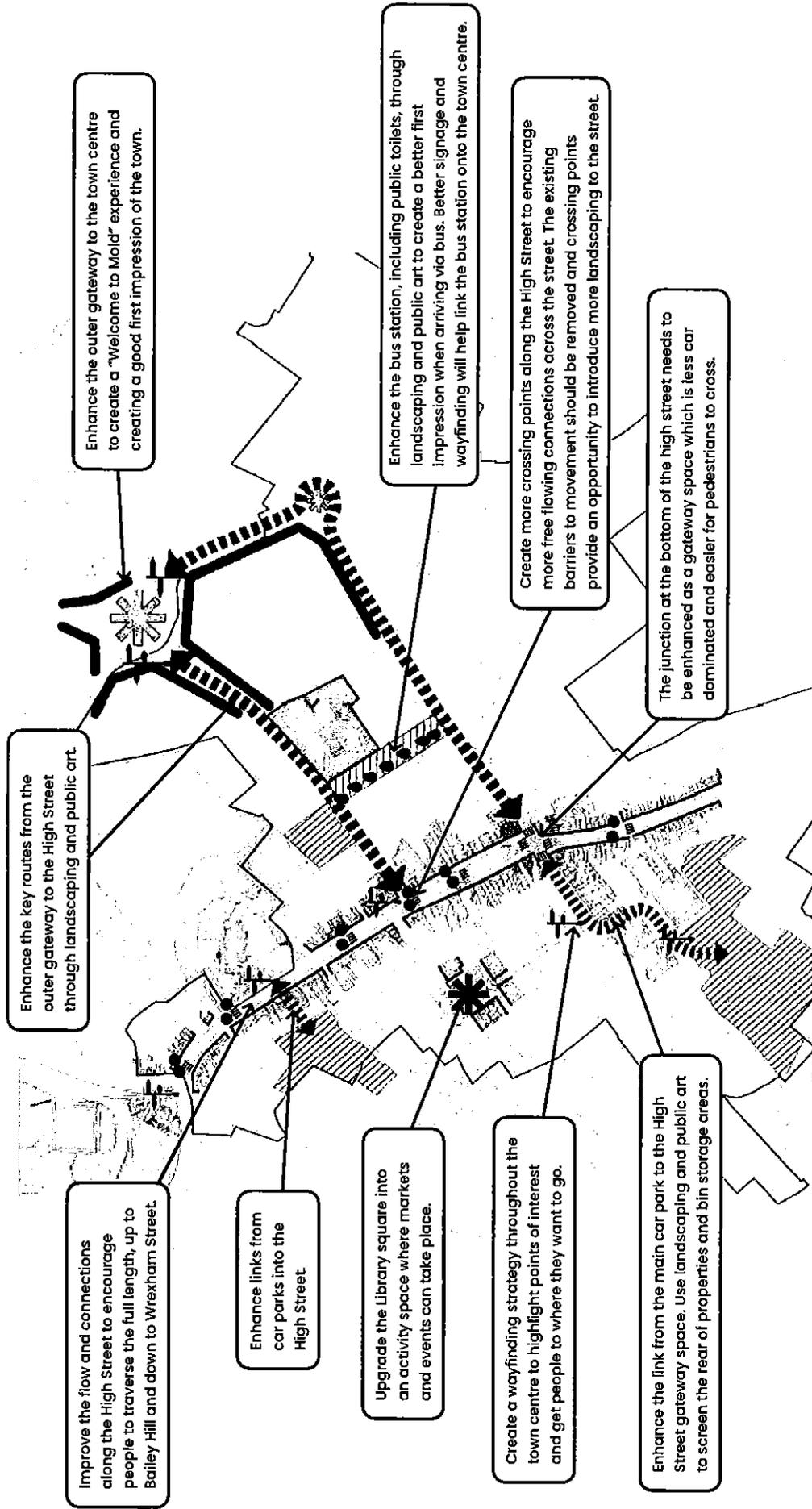
- Quality of life and safety is the important aspect for residents
- Build on quality of life in town and Mold as a place to live

OPPORTUNITIES

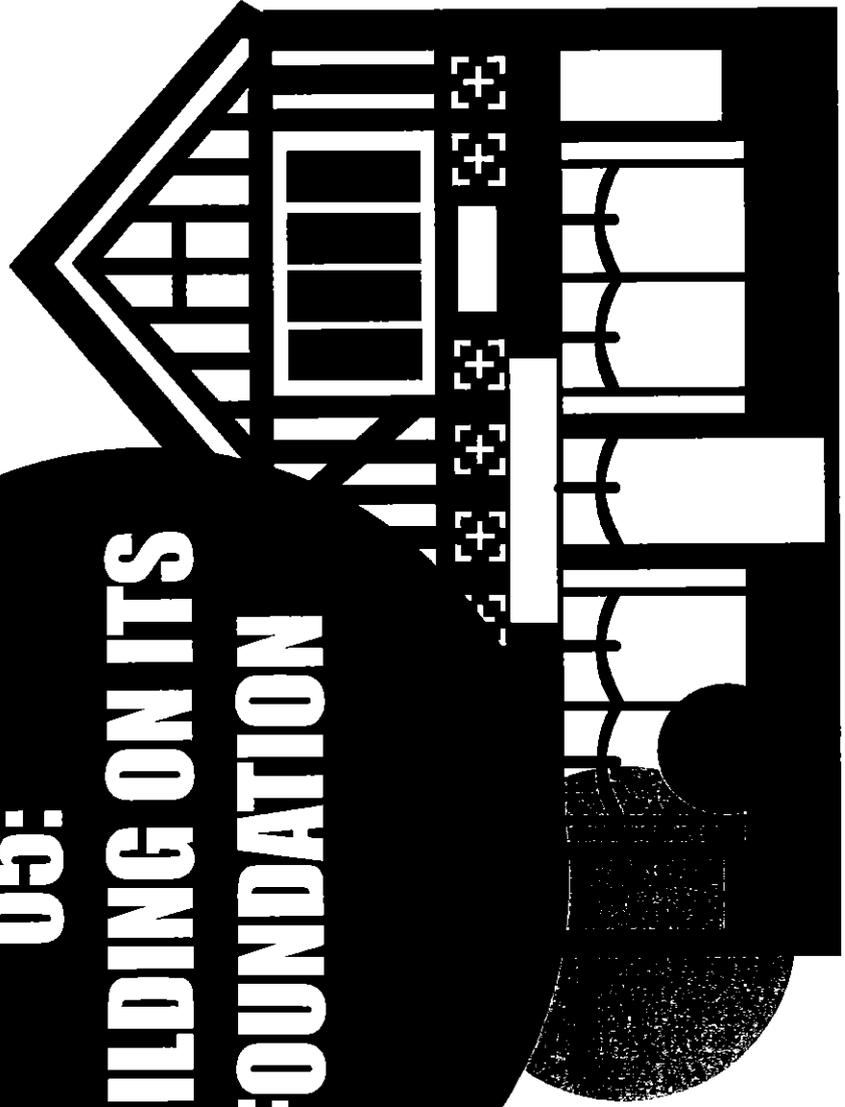
THREATS

- Economic shocks and impact on High Street spending
- Cost of living crisis
- Public sector budgets under pressure
- Residents living longer and pressures on health and social care
- Travel to work patterns leads to linked trips to outlying, competing shopping destinations

OPPORTUNITIES FRAMEWORK



**05:
BUILDING ON ITS
FOUNDATION**



EMERGING FOCUS/THEMES

NEED/EVIDENCE

The sense of arrival is poor from the eastern approach off the A541 with routes to the main car parks illegible, and lacking continuity signage or visual markers to inform and direct.

This is even more apparent on market day due to the associated road closures.

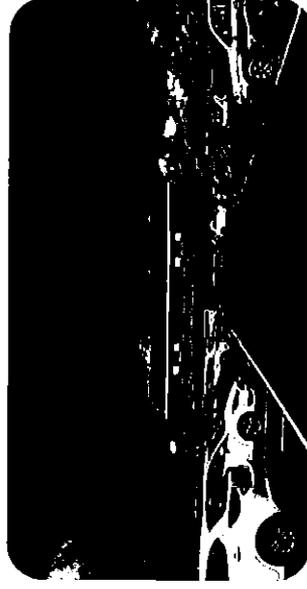
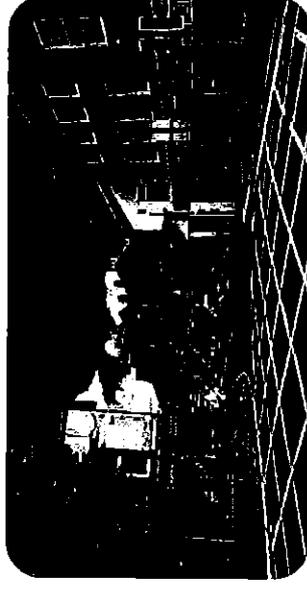
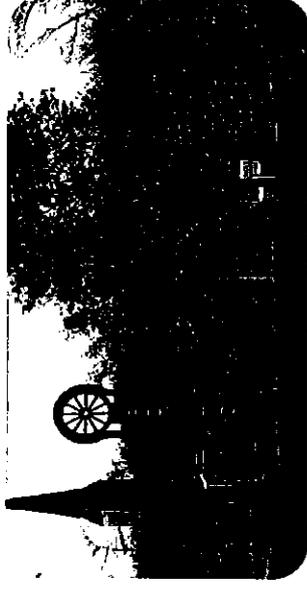
EMERGING FOCUS/THEME

Announcement, Market Town Identity and Signposting

There is a need to improve the identity of this market town primarily from the eastern approach so that it presents the distinctiveness of Mold, improves main arrival streets and directs visitors in a coherent way to its car parks and public transport hubs.

This should include inner gateways, visitor attraction signage, continuity signage and use of visual cues that direct people at key junctions to off street parking locations and key places.

Several car parks require place based improvements that help break up large areas of tarmac, with use of green infrastructure, areas to dwell and information points.



NEED/EVIDENCE

On arrival at car parks and key meeting points, there is no sense of where the town centre is, as you enter behind service yards, underinvested arcades and connecting spaces.

When you arrive on New Street from the main long stay car park, you are not directed to the heart of the town centre or get a sense of how you move around from a starting to a finishing point. Routes to the town are also unattractive and uninviting with no sense of arrival.

The junction of New Street, Wrexham Street, Chester Street and High Street is at the heart of the town. Its treatment and role should reflect this.

Pedestrian guardrails, yellow box junction markings, traffic lights and other street paraphernalia have created a very vehicle dominated space which detracts from the civic character and leads to severance between the other parts of the town centre.

EMERGING FOCUS/THEME

Orientation and Exploring

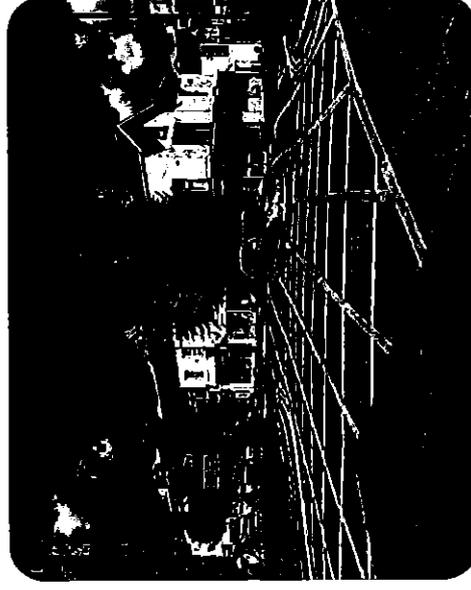
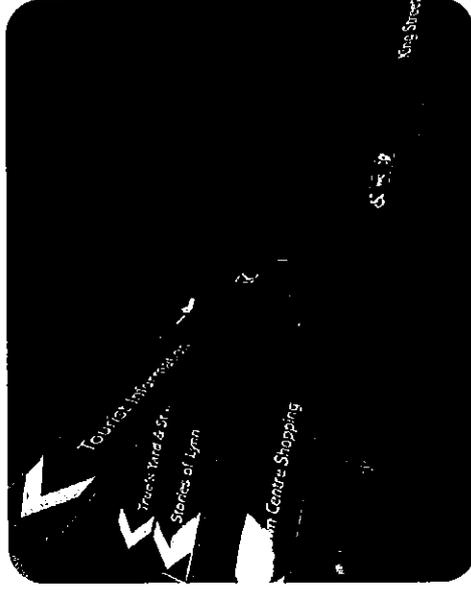
From arrival there needs to be a coordinated way of informing and directing visitors around the town centre.

Key arrival areas such as off-street car parks need to have better information points. Key attractions provide a sense of location and where to go with the use of repeater pedestrian signage, artwork and public realm improvements to reinforce that people are in the right place. Improvements need to build on existing town centre information panels and wayfinding systems and plug gaps where identified.

Heart of the Town Centre

Re-establishing this space as the civic heart of Mold town centre is key to the development of a people-centred experience.

Providing a better setting for keynote buildings, enhanced pavement widths, better pedestrian permeability between streets and a better setting for the town's established street markets is key to enhancing the destination setting and identity.



NEED/EVIDENCE

The King Street approach into the town centre, while presenting a civic campus of buildings including the police station and citizen's advice bureau, feels divorced from the town centre with Hallfields providing an access-only street into the bus and coach station area. The cattle market, with its store sheds and pens, contributes to the rural market town identity with glimpses through to its sales activities.

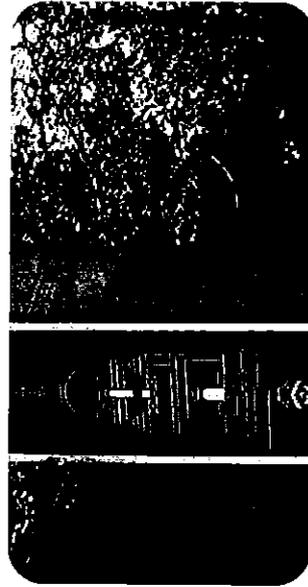
The carriageway treatment, guardrails, lighting columns and current toilet block feels dated and does not complement the conservation-based architecture of the neighbouring space including Terrig House.

EMERGING FOCUS/THEME

Bus Station/Police Station/Cattle Market Area

There is a need to treat the bus station, police station, and cattle market area as a single, connected town quarter rather than as separate uses. This area plays an important role as an arrival point and civic hub, but currently lacks a strong identity and coherent public realm. Retaining public toilets in this area as a key town amenity is a priority. The focus should also be on improving the quality of space and clearly linking buildings, streets, and functions to create a legible and welcoming place.

King Street and Chester Street should act as active connectors, supporting safe pedestrian movement and easy access between transport, civic uses, and the wider town centre. Strengthening this area as a public transport hub through improved accessibility, wayfinding, and public space will enhance its role as a key gateway and everyday destination for the town.



NEED/EVIDENCE

While vacancy rates in Mold are low, in recent times a number of larger buildings have become surplus to requirements, with the former Town Hall now vacant. Areas of town centre building stock such as the Ambrose Lloyd Centre are showing signs of underinvestment and are not activating key links into the town centre.

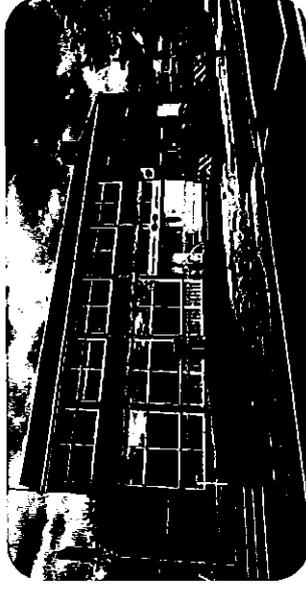
There are potentially other larger town centre buildings that could become available on prime street frontages. These need to be monitored, as they could leave significant voids in the town centre and diminish the environmental quality of this market town.

EMERGING FOCUS/THEME

Town Centre Building Stock

It is important to have an awareness of larger town centre buildings that are either vacant or underused so that a proactive approach to future opportunities is adopted.

Understanding the likelihood of closure and relocation, and resultant development opportunities needs to be supported by developing relationships with landowners, so that any redevelopment complements the town centre offer and any redesign strengthens the local townscape.



NEED/EVIDENCE

While the town centre has a known identity for food and drink through events and festivals, history and its independent business offer, the physical environment experience does not present a cohesive experience or integrated offer. There seems to be a mismatch between the marketing identity and the physical experience that needs improving.

For example, ale houses, micro-breweries, delis, bakers, butchers, pubs and destination restaurants are scattered across the town centre but there is lack of joined up curation and marketing. There are other notable clusters that have the potential to also be pulled together through physical frontage improvements, pop up space for food-based activities, signage, food and drink trails and more.

EMERGING FOCUS/THEME

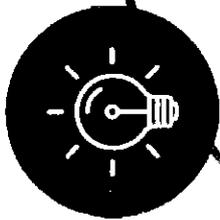
Mold – Market Town Identity

Through a mix of physical improvements and place-branding/marketing promotion activities, the unique selling points of the town can be presented in a more coherent and cohesive way that strings together destination businesses, the weekly markets and other heritage based attractors.

Development of stronger information points, food and drink trails, bringing life to business frontages and pop up events can help make this part of the Mold identity more legible. This is also linked to commercial frontage improvements that draw people in daytime and evening in terms of signage, facias and lighting.



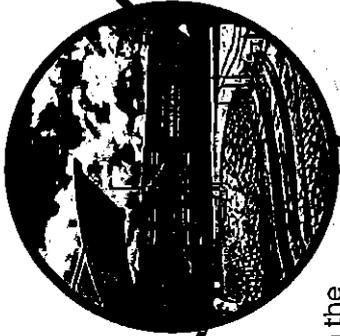
STRATEGIC VISION, AIMS & OBJECTIVES



Vision

Mold – a Flintshire market town in the north-east corner of Wales, with a strong reputation as a place to live, work and visit.

This reputation is rooted in its location, setting and historic character. The town centre's independent identity attracts people seeking an authentic experience that is embedded in its streets and public spaces. Heritage, architecture, markets, food and drink, and local industry are key elements of Mold's character, and the town is a gateway to the surrounding hills and vibrant arts and cultural scene. An active community and strong civic pride underpin Mold's welcoming atmosphere, its events and festivals, and the everyday wellbeing of residents and visitors alike.



Key Aims

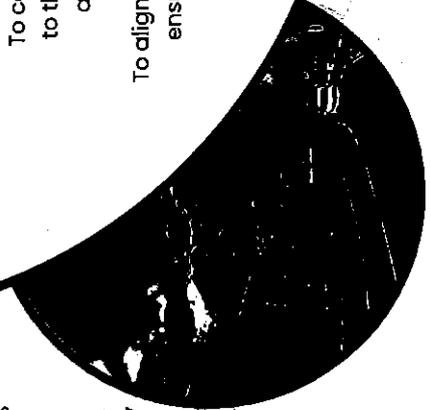
To enhance Mold's market town identity at key entrances specifically from the eastern edge (A5119 and A541) reinforcing the heritage, markets and independent character of the town centre.

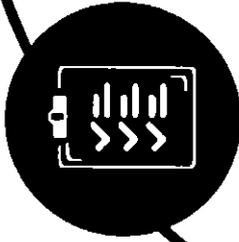
To improve movement into the heart of the town centre from key visitor arrival points, such as New Street car park and the bus station, helping to tell the "Mold Story" and providing clear choices for visitors exploring the town.

To enhance Mold's townscape and public spaces by supporting a diverse range of experiences, including local food and drink, lively street markets and festivals, and opportunities to engage with local history, such as spending time on the Bailey.

To connect surrounding green spaces and trails to the town centre so that the rural setting and activity contributes to the local character.

To align the Mold brand with the physical environment, ensuring a coherent, engaging experience that comes to life for visitors on arrival.





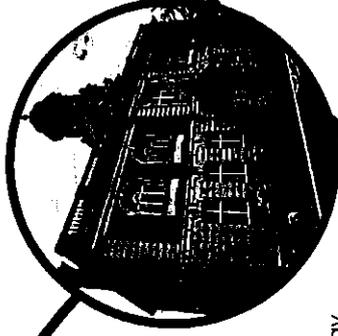
Objectives

Improve the key eastern gateways through treatment of carriageway, landscaping and continuity signage along King Street and Chester Street.

Enhance sense of visitor arrival, orientation and develop a series of spaces from New Street car park into New Street that are clear, welcoming, signed and feel part of the town's palette of material and colours.

Make key town centre crossroads more street-like in appearance and function so that pedestrians feel they have greater priority, and the town centre feels like a place to explore.

Address some underused keynote buildings and spaces that are located on key town centre streets that need a purpose to contribute to town centre life.



Improve the Hallfields bus station not just as a public transport hub but as a public space that links King Street with Chester Street and also provides quality visitor facilities such as public toilets and information.

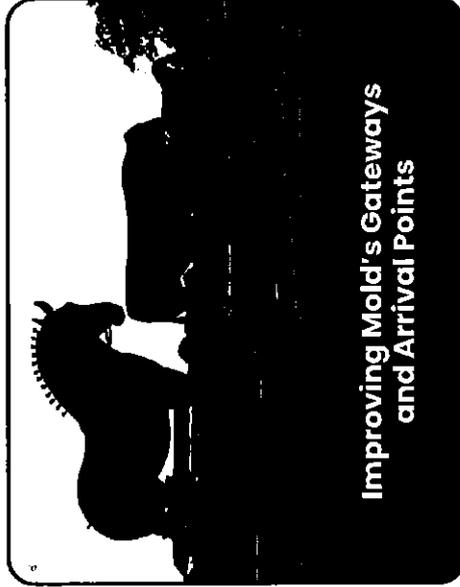
Connect green trails and spaces into the town centre and "green" the town centre to enhance the street scene and respond to climate change.

Curate the food and drink offer and other distinctive town centre uses through clearer physical cues within the town centre fabric. These should highlight food trails and weekly markets, and support active food and drink frontages alongside other shops and services.

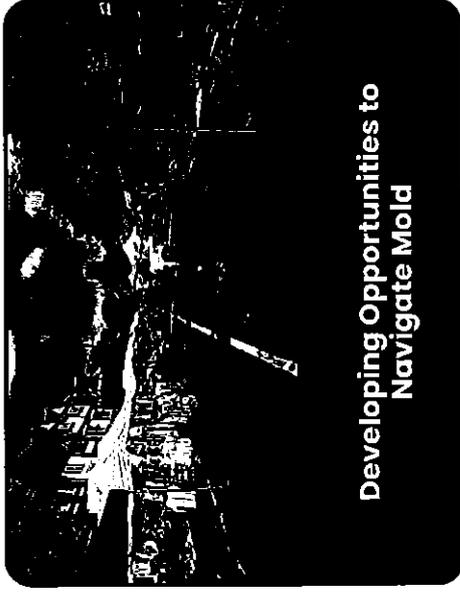
PLACE & PEOPLE OPPORTUNITIES

In order to achieve the vision, aims and objectives, the following opportunities have been identified.

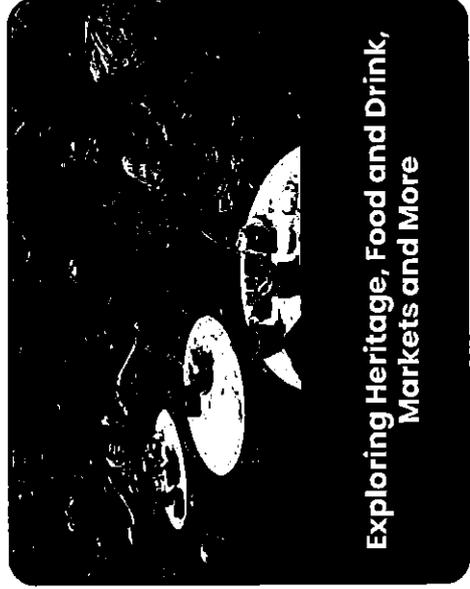
Place Opportunities



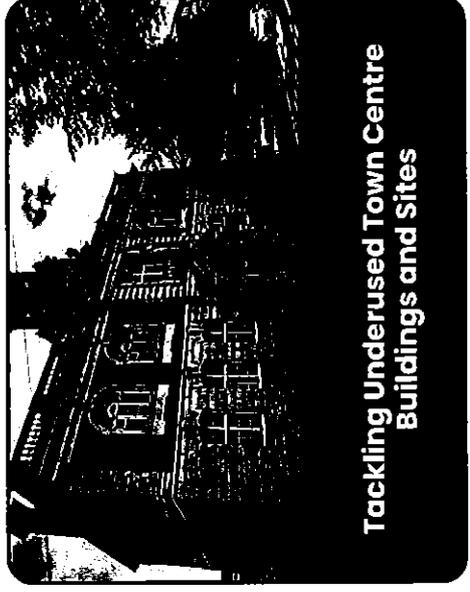
Improving Mold's Gateways and Arrival Points



Developing Opportunities to Navigate Mold

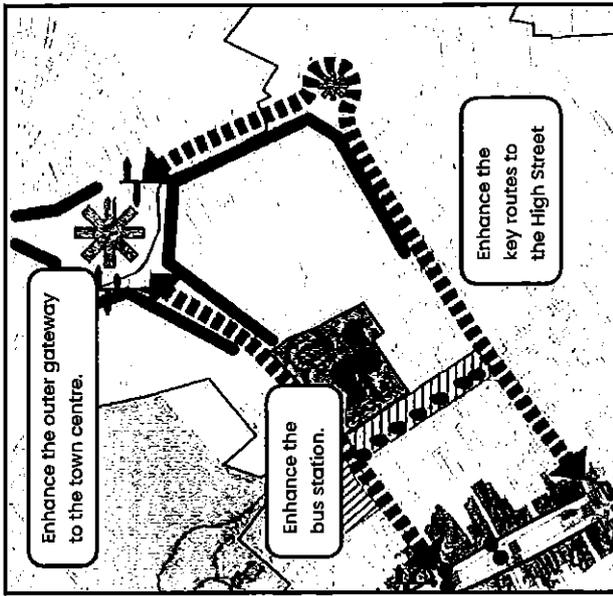


Exploring Heritage, Food and Drink, Markets and More



Tackling Underused Town Centre Buildings and Sites

IMPROVING MOLD'S GATEWAYS AND ARRIVAL POINTS



Tree planting, boundary walls constructed from natural material, heritage-based signage, and public artwork could help to tell the story of the town's character. These elements would also assist in directing people, while allowing them to become immersed in the identity of the place.

The retail park buildings are set back from the roundabout and therefore do not enclose the space, allowing any sense of character to "leak away". Consideration should be given to how landscaping and art could help to define and contain this character, guiding people naturally towards the town centre.

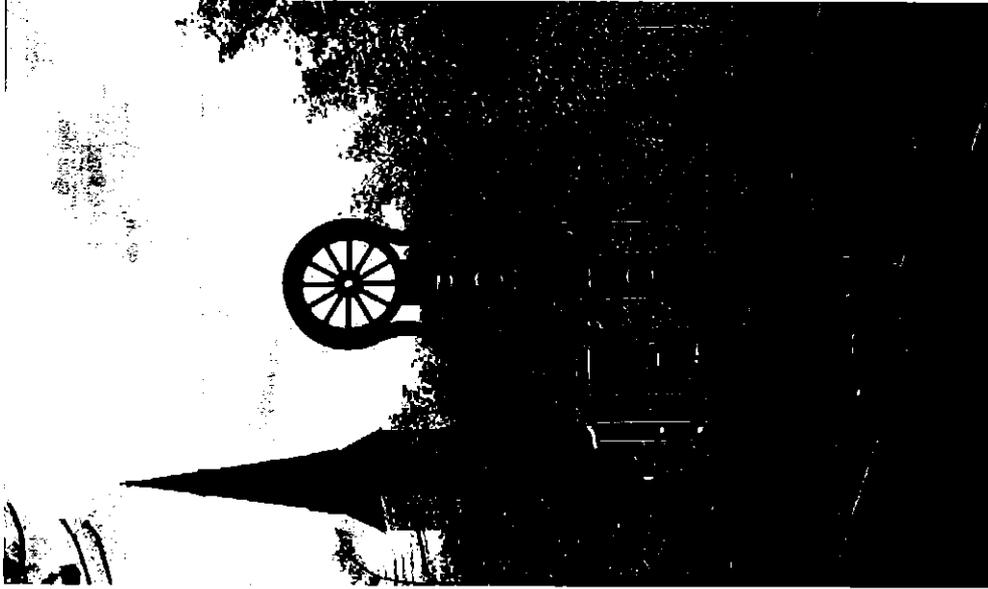
The theme and character could be developed into an unofficial design code for the town, where a consistent palette of materials, colours and styles could be used to unify the feel of the town centre. There is an opportunity to create a true "Welcome to Mold" gateway feature, creating a better first impression of the town. This should reflect the history and character of the town, immediately conveying the story of Mold.

The Chester Street roundabout should also be enhanced to further improve wayfinding into the town centre. The themes of landscaping and art adopted at the outer gateway should be continued here also.

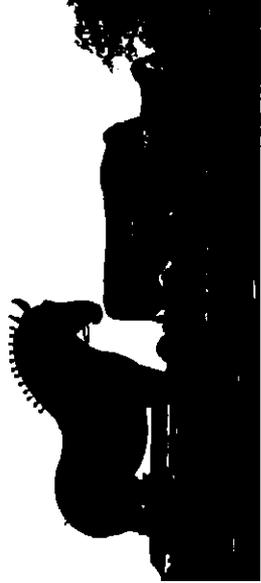
The A541 and A5119 provide the main gateway from the east, at the edge of a retail park. Roundabouts, large areas of verge and highway signs detract from the market town identity. There is a need to reinforce the history and independent character of the town before moving through King Street and Chester Street, and importantly the bus station area.

- Announce and extend market town identity through bespoke highways signage, trees and soft landscaping.
- Clear and integrated repeater signage and use of the arts to direct people through the town from key gateways into the heart of the town centre, and key off-street car parks and public transport nodes.
- Create a "Welcome to Mold" Gateway feature.
- Enhance the bus station area including retention of public toilets and improvements to the public realm.
- Develop an unofficial design code that promotes the use of certain materials and styles within the town.
- Allow for a way to identify when it's a market day to help ease the flow of traffic through the town.

Consideration should also be considered as to how to identify that there is a market on in town, with the need to close part of the High Street. Signage could then identify the best alternative route to access the main car parks during market days.



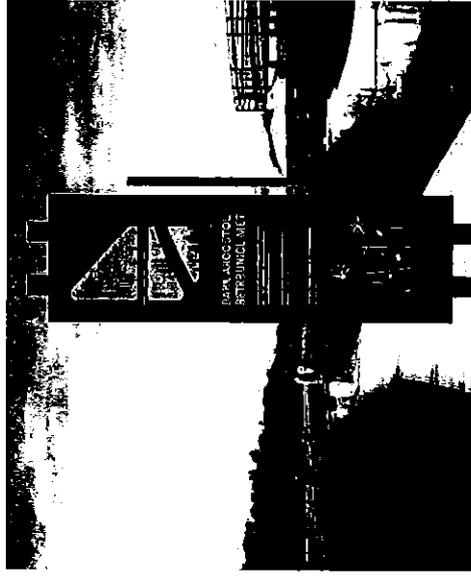
Create a town gateway identity



Use of public art that tells the story of the town



Improve routes into the town centre

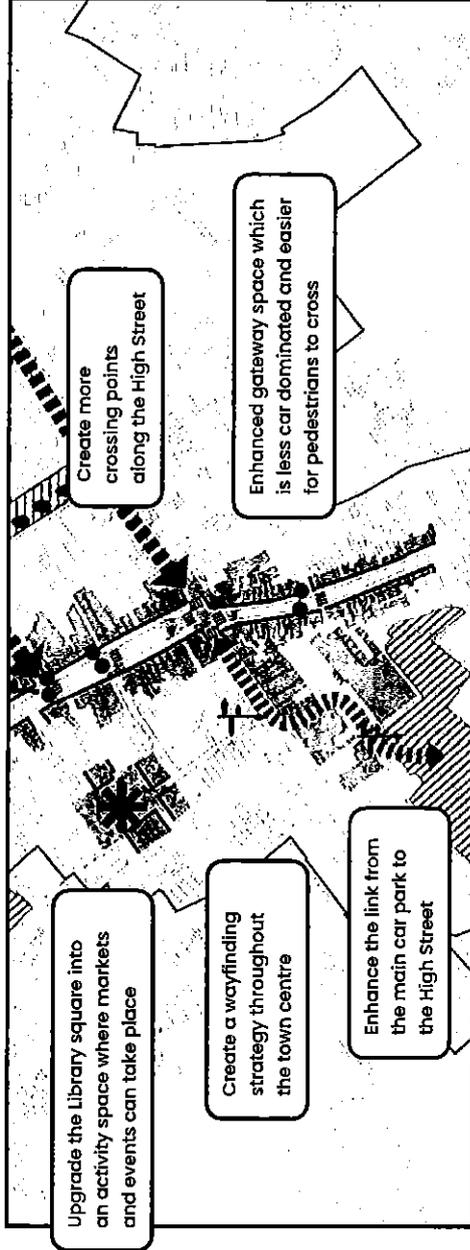


Signage and wayfinding features



Landscaping adds colour and vibrancy

DEVELOPING OPPORTUNITIES TO NAVIGATE MOLD



- Improve the main central crossroads at the junctions of Chester Street, High Street, Wrexham Street and New Street in ways that contribute to Mold's civic centre and sense of place, creating a focal point for visitors.
- Improve the bus station area both through physical and innovative technological investment.
- Review town centre signage and add other forms of signage that use the local fabric to complement the streetscene and character.
- Remove barriers to movement.
- Improve crossings and the accessibility of the street.

Ensuring visitors know where to arrive and how to access Mold town centre, whether by vehicle, on foot or by bike, is important for their first time experience.

Arrival at the town centre bus station or at the large New Street car park needs to inform, orientate and direct people as they explore the town centre. The bus station requires modernisation, not just with this physical environment, but with use of technology, live travel information and modern shelters.

Currently, New Street car park leads visitors into the rear of the town centre, where routes are unclear and fail to provide a coherent or attractive arrival experience. Wayfinding, interpretation and both digital and physical trails should help visitors navigate

confidently while allowing them to explore at their own pace.

On entering New Street, visitors are presented with choices with Daniel Owen Precinct opposite and further down the street, the main central crossroads. Loops and circuits need to connect distinctive places, shops, eateries, local heritage, churches and parks. Opportunities to explore and wander should be supported by visual cues that draw people down side streets, encourage stopping at buildings of interest and invite time spent in squares and eating places. This is key to the Mold experience.

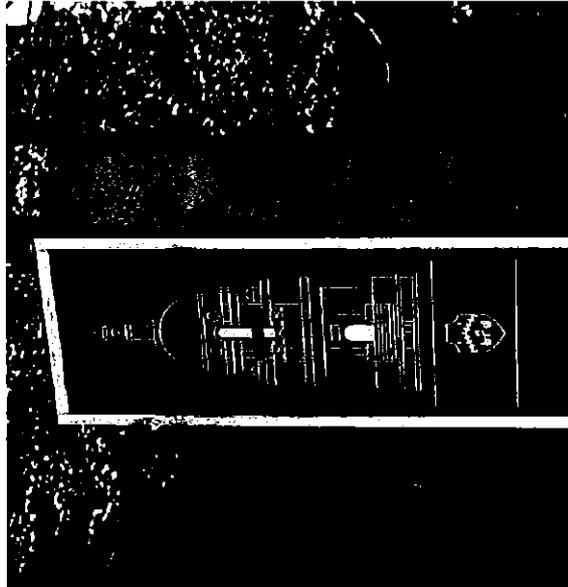
Signage at key points should be reviewed to ensure it goes beyond basic wayfinding. Consideration should

be given to how signage, wall space, floorscape, and evening-time lighting can invite people through spaces and contribute to the heritage and culture of the town centre. Removing barriers to movement and improving crossing points will also help. Where barriers remain, the design of roads and junctions should be adapted to be more pedestrian-friendly, if safety audits allow for this. Enhanced crossing points along the High Street will allow for better flow of movement, and can help increase footfall to the less visited ends of town.

It is important to ensure the town centre connects into the wider active travel network so that neighbourhoods are linked and regional routes are integrated.



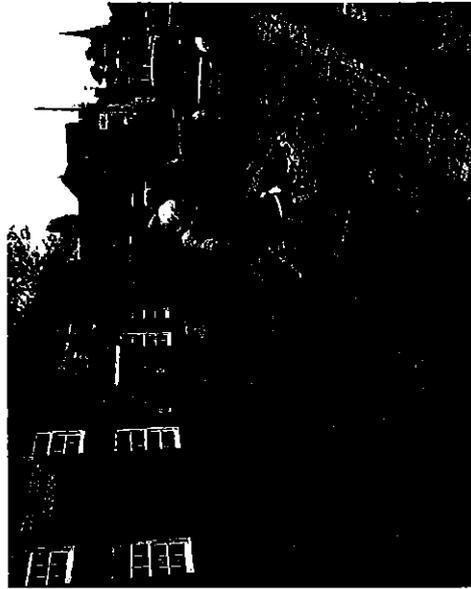
Create active and attractive streets



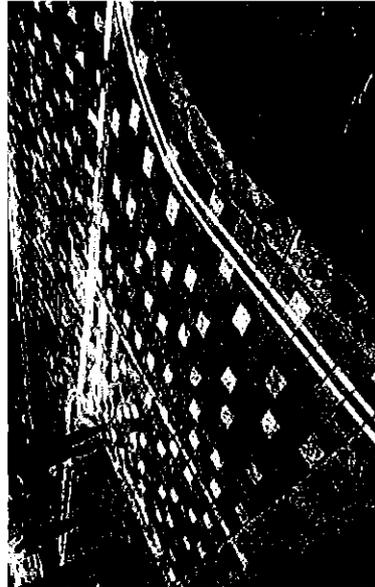
Improved wayfinding and signage



Integrated landscaping and trees



Improve pedestrian crossings and accessibility



Removing barriers to crossings



Using the local fabric

EXPLORING HERITAGE, FOOD AND DRINK, MARKETS AND MORE

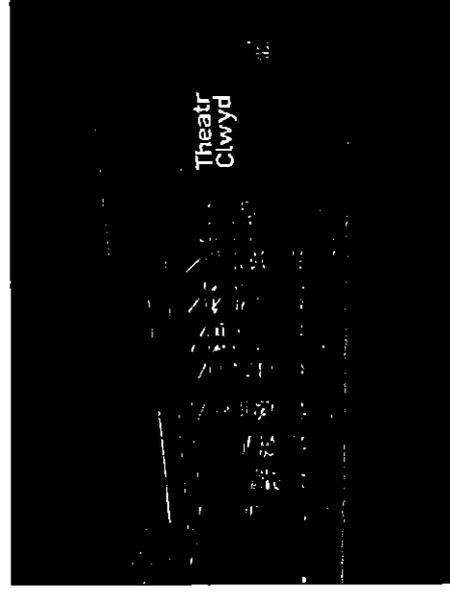
Mold town centre is known for its weekly markets, annual Food Festival, distinctive independent retailers and eateries, heritage and culture, it's strong community feel and market town character. It is also a base from which to explore places such as Loggerheads Country Park and Moel Famau. The recent £50million investment in Theatr Clwyd, just a mile outside the town centre, has also delivered significant benefits, reinforcing Mold's role as a key regional arts and cultural centre, with the Welsh National Theatre and Bryn Williams Restaurant.

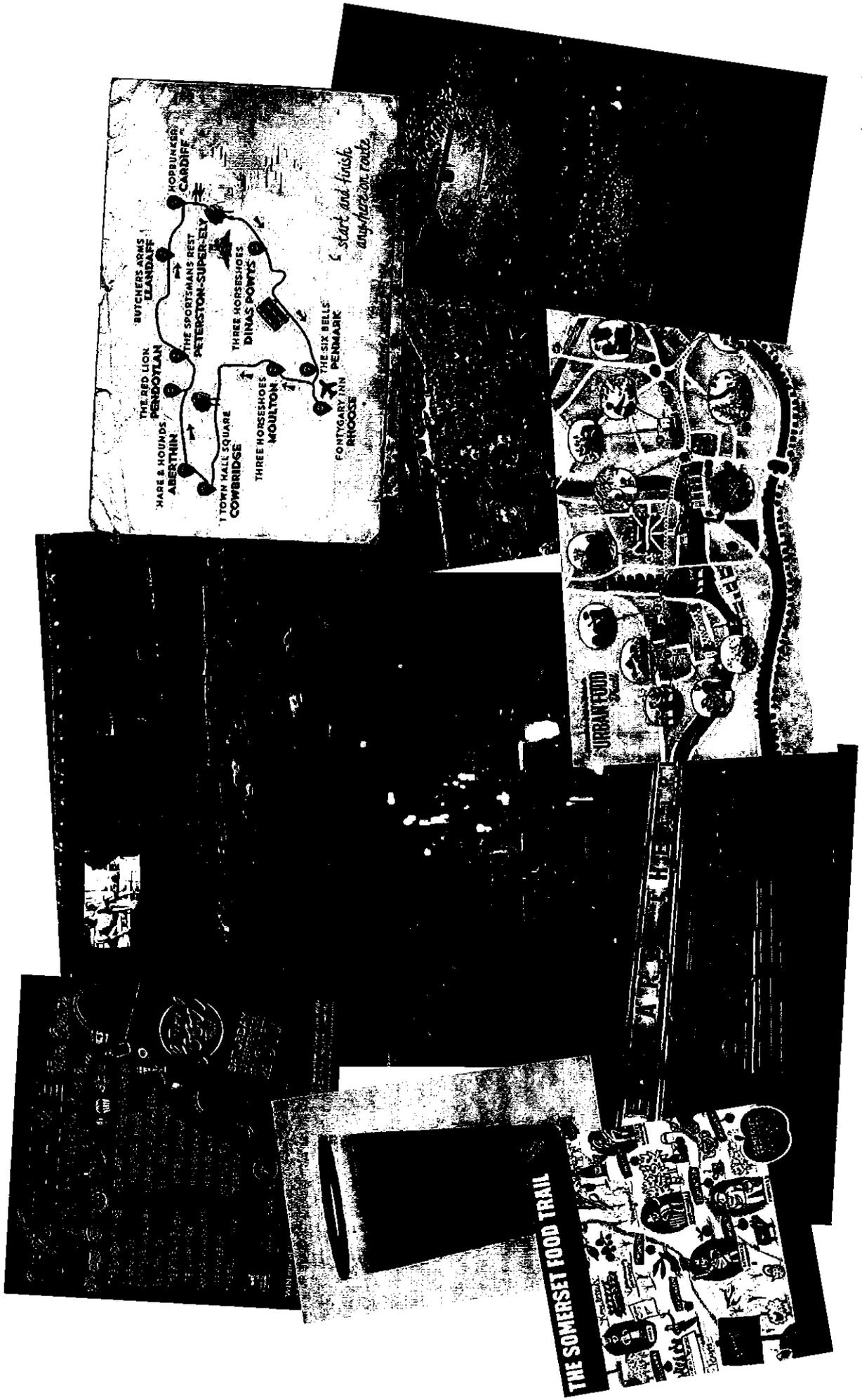
Mold therefore has a breadth of offer that draws visitors from across north-east Wales and further afield. The town also acts as a hub to showcase and promote local producers, brewers and more, with a growing cluster of food and drink businesses. While there are strong products and marketing messages, the physical experience is not always well connected, due to the town's radiating street pattern and roads creating some severance and fragmentation.

A place-marketing approach that brings together specific clusters and themes such as food and drink, and arts and culture, partly curated within the physical town centre environment, is needed. Within the public realm, pavement vinyls or inlays, signage, facias and lighting could support visitors exploring the town centre and engaging with food and drink businesses during both daytime and evening.

- Map specific clusters such as food and drink businesses and create a town centre trail that is both digital and physical, which makes the experience more legible and connected.
- Create cross-marketing campaigns with other products and experiences e.g. arts and culture, heritage, etc.
- Work with food and drink businesses to improve commercial frontages such as signage, palette, street animation and more.

This could be complemented by a food safari type trail, that could include guided tours with tasters, simple membership/association scheme displayed within frontages, and products such as a reusable Mold pint glass. On market days, a co-operative type stall could promote and signpost food and drink ambassadors in the town as well as the rural hinterland. Other activities could involve pop-up events promoting Theatr Clwyd, outdoor activities, local supper clubs and more.





TACKLING UNDERUSED TOWN CENTRE BUILDINGS AND SITES

While vacancy rates are relatively low in Mold, there are several key buildings and sites that are either currently vacant or may become surplus in the future. These sites present both challenges and opportunities and should be considered strategically as part of the town's long-term regeneration and resilience. Notable buildings and spaces include:

- Former Town Hall – Earl Road
- Current BT site – Chester Street
- Ambrose Lloyd Centre

The buildings are significant due to their location, scale, architectural presence and/or civic character within the town centre. Some also occupy important linking positions within the urban fabric, where they are not currently meeting their potential.

There is a need to be aware of larger town centre buildings that are currently vacant, as well as to future-proof other buildings that may be at risk of closure or relocation. This presents development opportunities that could complement and strengthen the town centre offer. Some areas such as King Street require up-to-date viability testing and impact assessments so that any new development complements the wider town offer.

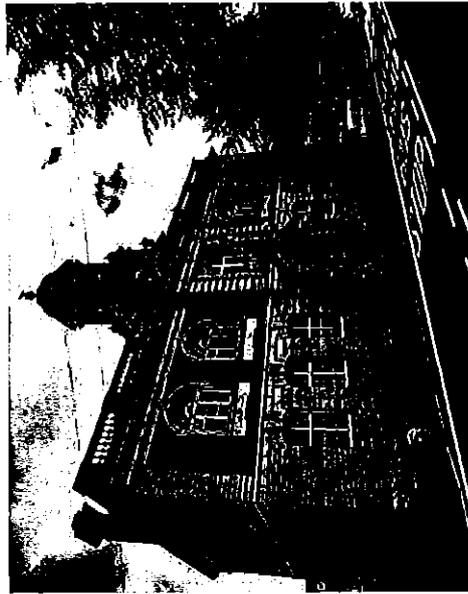
The County Council owned Town Hall building needs to be appraised in terms of future use and whether

- Flintshire County Council to review the current status of the former Town Hall, undertake an options appraisal and preferred option for the building and surrounding area.
- County Council to work with BT on safeguarding telecommunications infrastructure within the town and area, and explore options for the Chester Road site that satisfy BT and the wider town centre.

it can meet town centre needs. It will need to be determined whether the Council wishes to retain ownership of the building or explore partnering arrangements. This may be for community/voluntary sector use, micro-enterprise workspace, youth provision, leisure activities, food and drink, accommodation or meeting some civic/heritage needs. Options appraisals need to understand the commercial landscape and how the building could accommodate viable uses and complement neighbouring uses.

While still in use, the existing BT site on Chester Street is located at key mid-point on Chester Street, also linking into Grosvenor Street. The site's dual aspect has the opportunity for a mixture of commercial and in-town living, which could increase the activity in this part of the town centre and improve the street scene character.

The Ambrose Lloyd Centre is located at a key arrival area in New Street car park, yet it looks underused and is not positively contributing to links into New Street and Wrexham Street, or the quality of the built form and general occupancy levels.



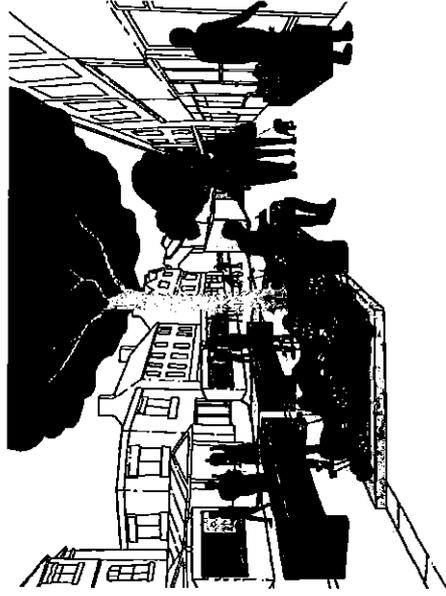
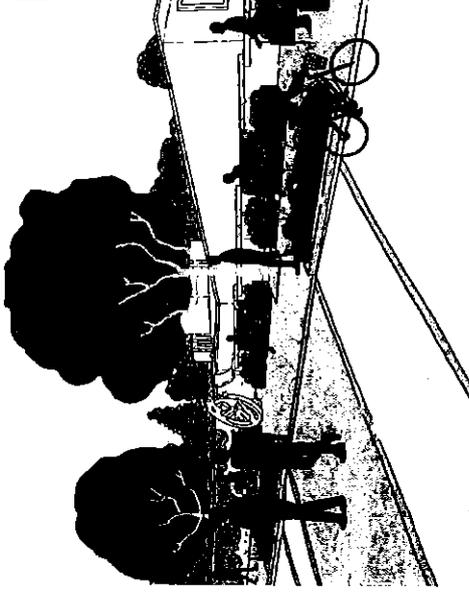
GREENING MOLD'S TOWN CENTRE

Mold town centre is surrounded by a wide network of green spaces, including sports pitches, playing fields, public parks and natural landscapes such as Bailey Hill and the River Alyn corridor. While green infrastructure is well established around the town, it is less visible within the town centre itself, where hard landscaping dominates and opportunities for planting are more limited.

There is opportunity to strengthen the presence of green infrastructure within the town centre to improve environmental quality, support climate resilience and enhance comfort for users. Introducing greenery into streets and spaces can help soften the built environment, improve biodiversity and reinforce connections between the town centre and surrounding green assets.

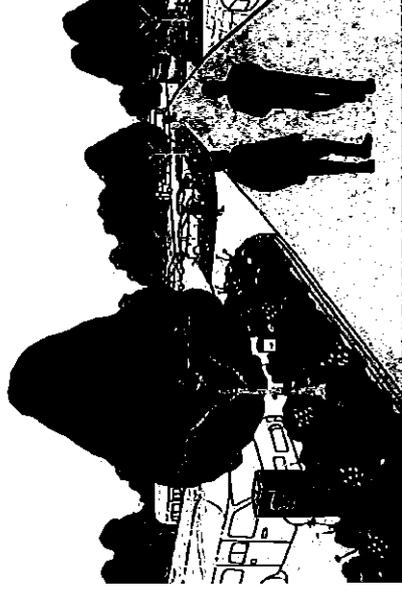
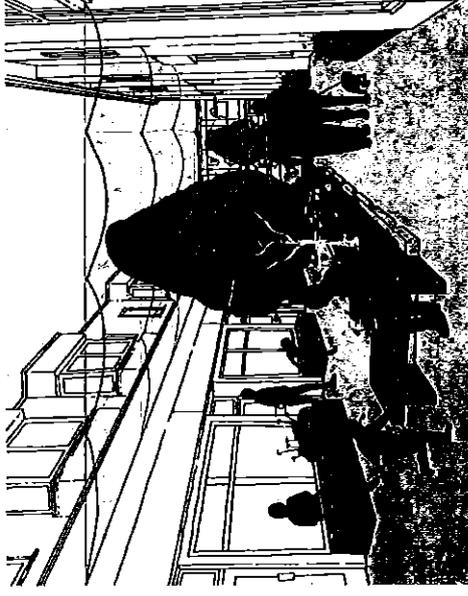
This could be achieved through the careful enhancement of the public realm, introducing green infrastructure in a way that simplifies streets and improves legibility and signposting. Investment should prioritise the High Street, reinforcing its historic character, alongside the introduction of key gateway features with a strong green infrastructure focus to improve arrival points and create a stronger sense of place.

- **Simplify the public realm, introducing Green Infrastructure (GI) to improve quality and climate resilience and enhancing/ highlighting connections to local GI routes will make Mold a much more attractive and pedestrian-friendly environment. This will encourage footfall and dwell time for local businesses.**
- **Enhance the High Street environment and its associated historic character through investment.**
- **Create a balance between providing access for all while ensuring there is a comfortable, pedestrian-friendly environment. Tackling the vehicle-dominated environment in a way that attracts people to the town centre.**
- **Introduce key gateway features with a GI focus to improve the setting of the town centre and highlight main entry points.**



The town centre green infrastructure audit identified a number of proposals including:

1. **Love Lane car park** – Grass permeable paving systems, swales/attenuation ponds, planting to grass verges, street furniture and signage
2. **Mold Railway footpath** – Surface treatment improvements, street furniture and signage, wider cycle network links including GI.
3. **Chester Street gateway** – Interpretation and sculpture, roadside GI/SuDS, street furniture and signage.
4. **Love Lane access ramp** – Wildflower meadow and trees to grass verges, street furniture and signage.
5. **Mold bus station** – Decluttering public realm, interpretation and sculpture, roadside GI/SuDS, street furniture and signage.
6. **Mold livestock market** – Viewing deck, interpretation and sculpture, roadside GI/SuDS, street furniture and signage, moveable planters.
7. **Mold High Street** – Moveable planters, decluttering public realm, interpretation and sculpture, roadside GI/SuDS, street furniture and signage.
8. **Daniel Owen Precinct** – Interpretation and sculpture, GI/SuDS, street furniture and signage.
9. **New Street public realm** – Interpretation and sculpture, GI/SuDS, street furniture and signage, pedestrian crossing uplift.
10. **Mold car park interventions** – Grass permeable paving systems, swales/attenuation ponds, planting to grass verges.



SUPPORTING LOCAL LIFE AND TOWN CENTRE ACTIVITY

Mold has a strong identity and a town centre that supports a wide range of social and economic activity. Streets and spaces are central to everyday life, providing spaces not only to move through, but also to meet, sit, trade and spend time.

There is an opportunity to strengthen the town centre's role as a place for people by creating more welcoming, flexible and sociable spaces that support dwell, interaction and business activity. Well-designed public spaces can encourage people to stay longer, support footfall for businesses and create a lively, distinctive atmosphere throughout the day.

This can be achieved by reinforcing a clear sense of arrival and identity through gateway features and signage, alongside legible wayfinding that encourages exploration of the town centre. High-quality street furniture and flexible use of space can support seating, informal gathering and outdoor activity, while coordinated and balanced approach to licensing can enable outdoor seating, displays and events that animate streets and support businesses, ensuring spaces remain inclusive and comfortable for all users.

- Build on existing town centre signage to ensure continuity of information for visitors from arrival to various destinations in the town. The full range of signage needs to reflect Mold's identity and messaging.
- Provide the right types of street furniture to encourage dwell, rest and interaction, with public spaces having suitable infrastructure to host informal street activities as well as more organised events and festivals.
- Support the green infrastructure theme through civic planters, positioning of street trees and encouraging town centre businesses to consider planting and their contribution to civic pride.
- Develop a coordinated licensing plan that supports street activity while ensuring accessibility for all.



CELEBRATING CULTURE AND THE WELSH LANGUAGE

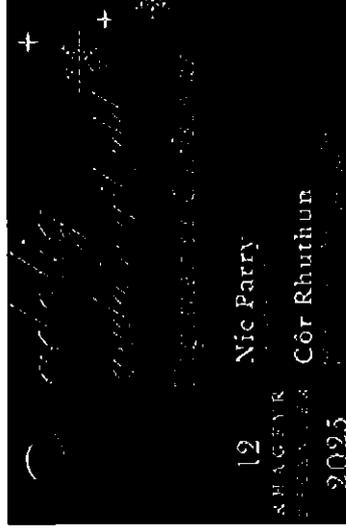
Mold has a strong Welsh-language presence compared to other towns in Flintshire, shaped by its proximity to rural Wales, its Welsh-medium primary and secondary schools, and its role as a base for Menter Iaith Flint a Wrecsam. This creates a strong foundation for promoting the Welsh language as part of everyday life, supporting community wellbeing and reinforcing a distinctive sense of place. The Welsh language is therefore both a cultural asset for residents and a key element of Mold's identity and appeal to visitors.

This cultural identity could be expressed through welcome signage, information points, town trails and active street frontages, as well as through events and activity in public spaces. Markets, festivals and street-based events provide opportunities to promote Welsh through signage, merchandise, music and cultural programming. Mold already benefits from a wide range of organisations and initiatives supporting the Welsh language, and there is an opportunity to better value, support and coordinate this activity to deliver shared benefits for communities, businesses and the wider town.

Mold's markets, town centre businesses and cultural institutions provide clear opportunities to expand the visibility and everyday use of Welsh. Weekly markets and spaces such as Daniel Owen Square can support bilingual trading and cultural activity, while independent businesses can be supported to introduce Welsh across signage, menus, marketing and digital platforms, creating an immersive Welsh market town experience.

Theatr Clwyd also plays a key role in promoting Welsh language and culture through accessible arts provision, and recent investment presents opportunities to strengthen links between the theatre and the town centre, improving promotion, wayfinding and participation in Welsh language events.

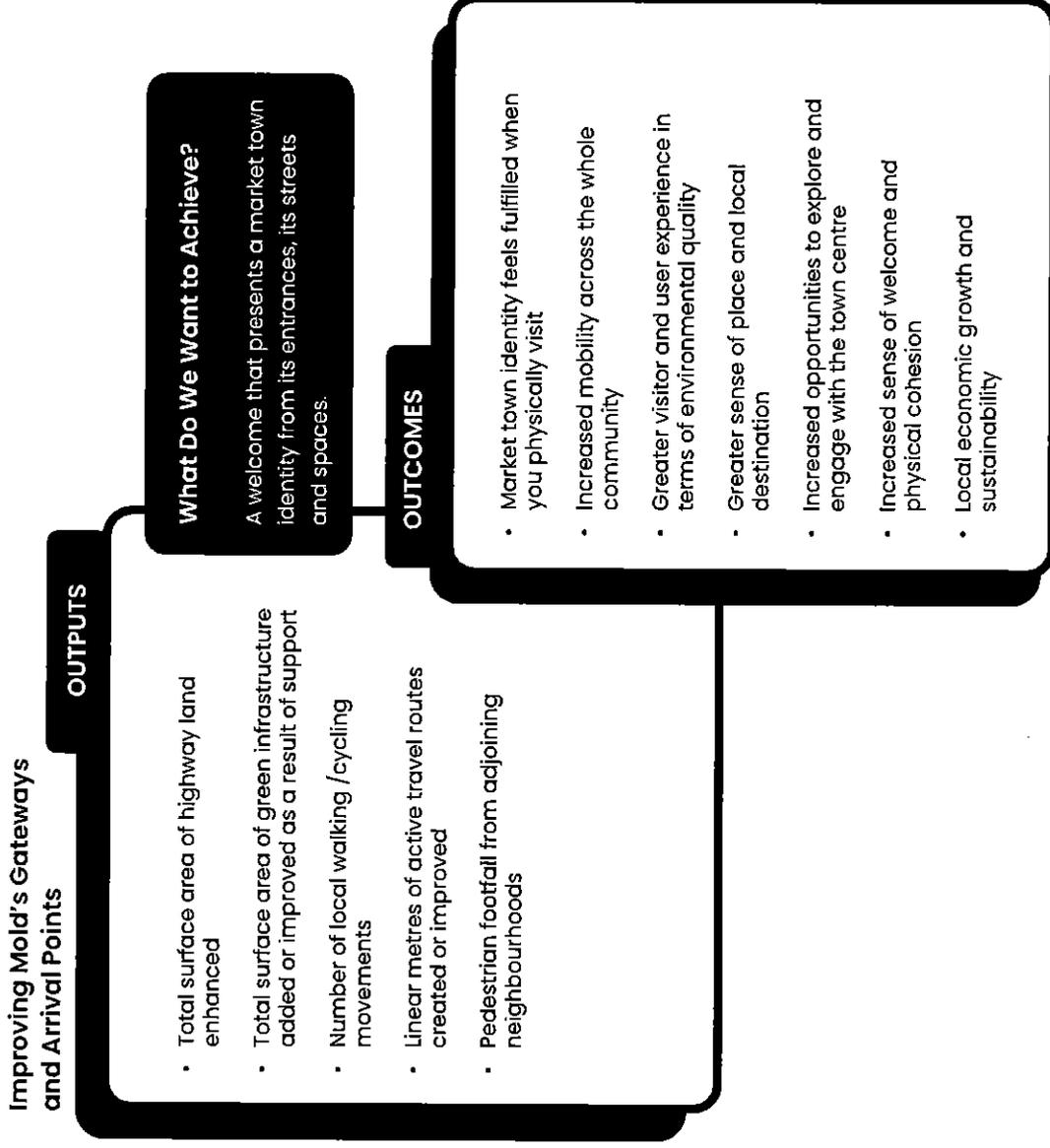
- Support market traders to promote Welsh through signage and simple phrases and encourage the use of public spaces such as Daniel Owen Square for hosting events, festivals, and street activities celebrating Welsh music, dance, and local produce.
- Encourage independent businesses to expand the use of Welsh through bilingual signage, menus, marketing, websites, events, and education links, enhancing the town's cultural identity, destination appeal, and support for local food and drink. Support Menter Iaith in delivering social events for learners in the town centre.
- Support Theatr Clwyd in promoting accessible arts and Welsh-language activity, and enhance connections between the theatre and the town centre to strengthen visibility of events and cultural participation. Small businesses who trade at the weekly markets to promote Welsh through their signage and use of simple phrases. Public spaces such as Daniel Owen Square can also support events, festivals and street-based activity that hosts Welsh music, dance, local produce and other activities.



VISUALISING SUCCESS

Understanding what success looks like is important when you are enabling and delivering change within a place like Mold. It helps to understand the outcomes that you are reaching for and the process you need to follow to achieve these.

Visualising success is also good for motivation and rally around a common purpose, building trust and relationships. It also importantly demonstrates to those organisations that are funding projects, that you are attaining your outputs and outcomes and shows a return on investment. The diagrams over the following pages show what we want to achieve by each theme with examples of outputs and outcomes, which form part of an evaluation framework that a place-based partnership would use to monitor progress.



Developing Opportunities to Navigate Mold

OUTPUTS

- Total surface area of highway land enhanced
- Total surface area of green infrastructure added or improved as a result of support
- Total surface area of town centre space reused
- Number of users /visitors
- Vacancy rate
- Diversity of town centre uses and activities
- Town centre user dwell time
- Town centre user spend
- Town centre satisfaction
- Change in town centre user perception

What Do We Want to Achieve?

Arriving in car parks, public transport hubs and squares, visitors have the right information to make choices and explore the town centre.

OUTCOMES

- Greater civic pride
- Greater visitor and user experience in terms of environmental quality
- Increased opportunities to explore and engage with the town centre
- Quality of commercial activities and engagement within the street scene
- Greater sense of place and local destination
- Enhanced local economic and social wellbeing

Exploring Heritage, Food and Drink, Markets and More

OUTPUTS

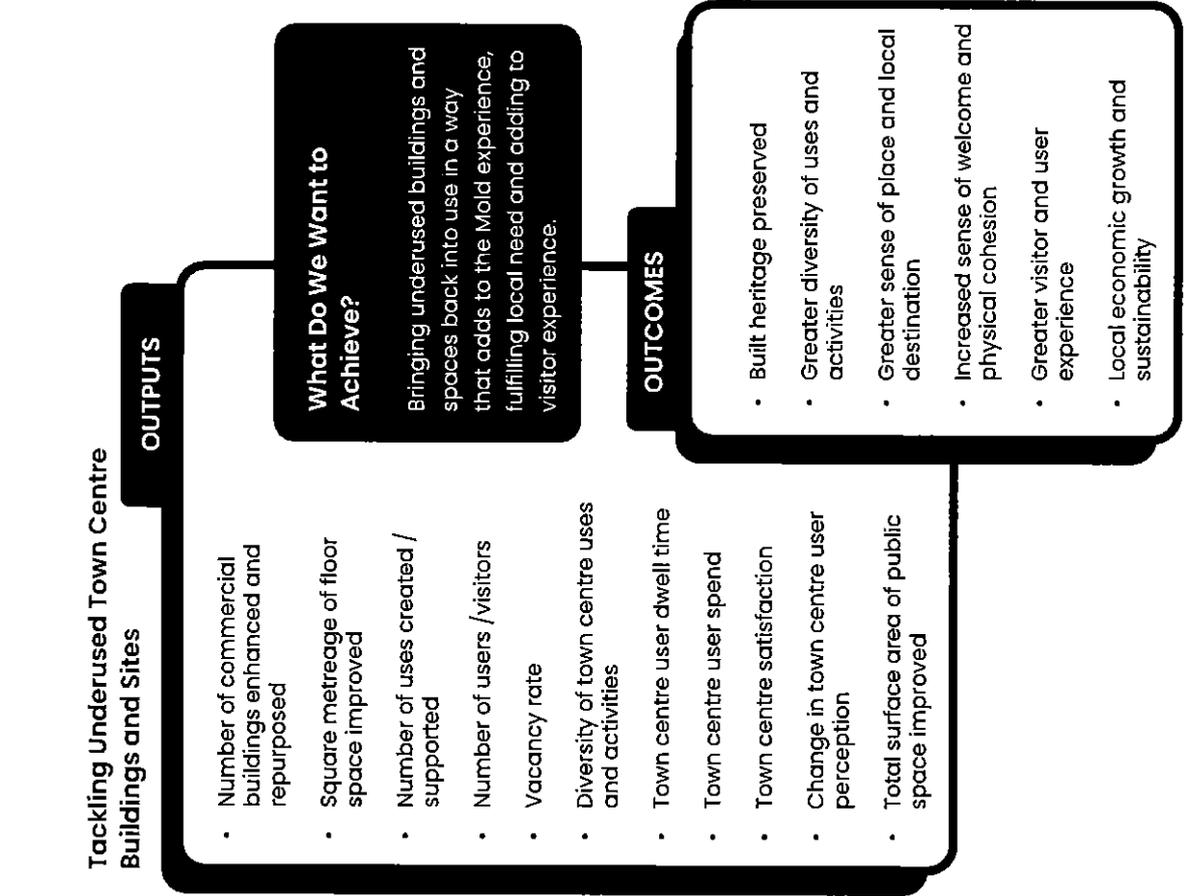
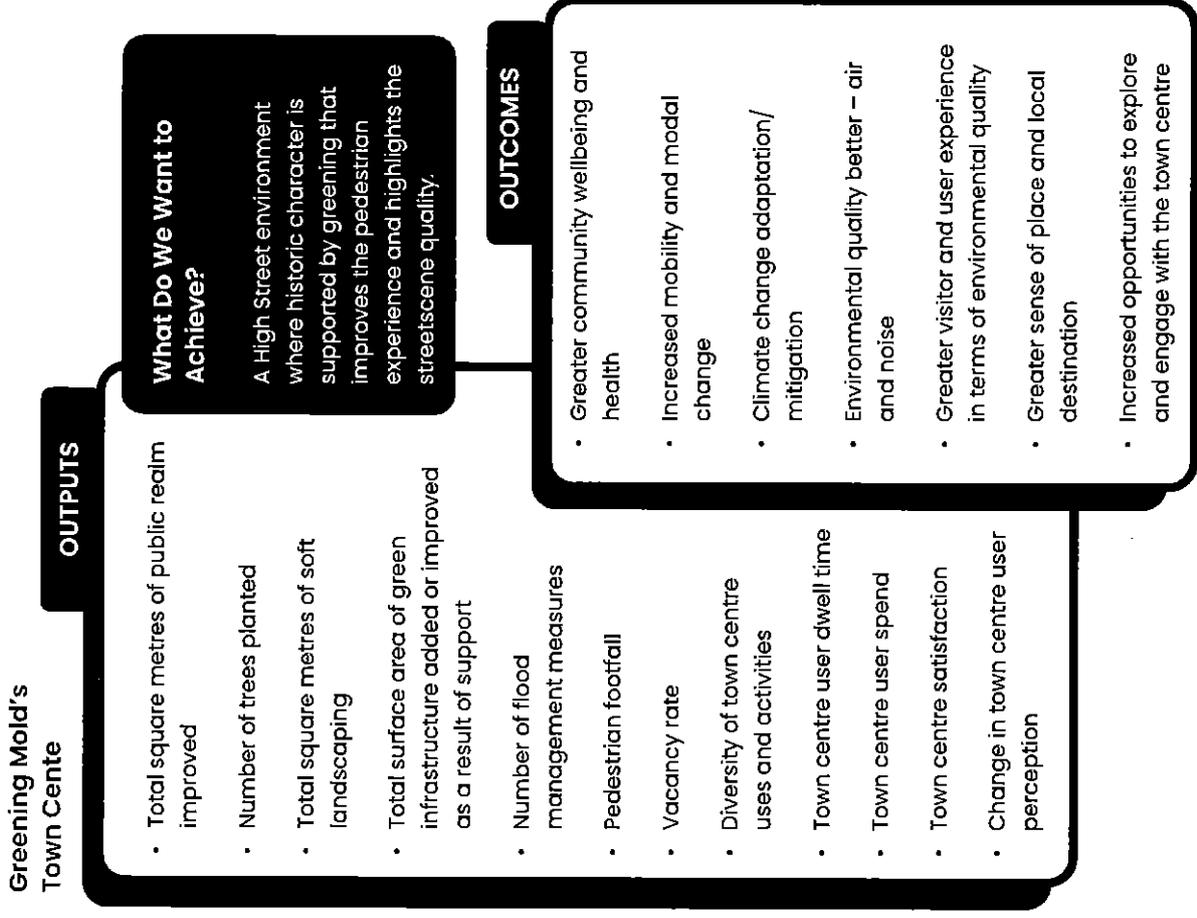
- Number of town centre marketing/promotional activities
- Number of business centre initiatives focusing on clusters/themes, e.g. arts and culture, food and drink
- Number of physical projects that connect businesses and networks
- Number of B2B activities
- Number of trialing initiatives

What Do We Want to Achieve?

The town centre marketing identity is realised when you visit, with food and drink, theatre, heritage, walks and more, creating a strong collective offer.

OUTCOMES

- A coherent and cohesive experience that fulfills the expectations of visitors
- Stronger relationships between local businesses and town centre groups
- Greater innovation and creativity
- Greater linked activity and cooperation



Supporting Local Life and Town Centre Activity

OUTPUTS

- Town centre user dwell time
- Town centre user spend
- Town centre satisfaction
- Greater visitor and user experience
- Greater sense of place and local destination
- Increased mobility across the whole community
- Improved health and wellbeing for the local community
- Increased resilience to climate change
- Local economic growth and sustainability

What Do We Want to Achieve?

A place that feels cared for, continues to attract visitors for its "Market Town Welcome" and promotes wellbeing within the community.

OUTCOMES

- Greater sense of community and civic pride
- Better perception of personal safety and wellbeing
- Greater collaboration and cooperation across the town centre neighbourhood
- Sense of vibrancy within the town centre

Celebrating Culture and the Welsh Language

OUTPUTS

- Number of town centre events and festivals that celebrate Welsh culture
- Number of town centre businesses promoting the Welsh language
- Number of cultural organisations supported
- Number of residents learning the Welsh language

What Do We Want to Achieve?

Mold has a strong cultural identity at the heart of its appeal, expressed through everyday spoken Welsh, cultural events and festivals, and the promotion of local products that celebrate language and place.

OUTCOMES

- The Welsh language is an intrinsic part of Mold's identity
- Local businesses see the Welsh Language as providing a unique differential and added value
- Greater collaboration between groups and organisations
- Mold has a greater sense of community and pride in its sense of place through the Welsh language

WAYS OF WORKING

Development and Delivery

Delivery of this Place Making Plan is dependent on a partnership approach where strategic and local organisations bring their own individual objectives into a collective set of proposals that mutually benefit each other and importantly benefits Mold town centre and its immediate neighbourhoods. The opportunities within this vision and strategy require different mixes of partners, resources and timetable for development and delivery.

The key success factors for delivery within a placemaking setting include:

- Understanding individual strengths including knowledge, expertise and physical assets and how these can be aligned.
- Communication and coordination at both a strategic and implementation level.
- Working to a common design code that ensures consistency in built environment and public space and meets respective climate change and sustainability targets.
- Connecting the needs of local residents with various pathways to learning, health and wellbeing, physical activity and employment.
- Presenting a unified identity for a place like Mold, while respecting individual organisations' identities.

Partnership Working

The FCC placemaking process has already initiated partnership working since the need for a collaborative approach to placemaking across town centres in Flintshire was identified in June 2022.

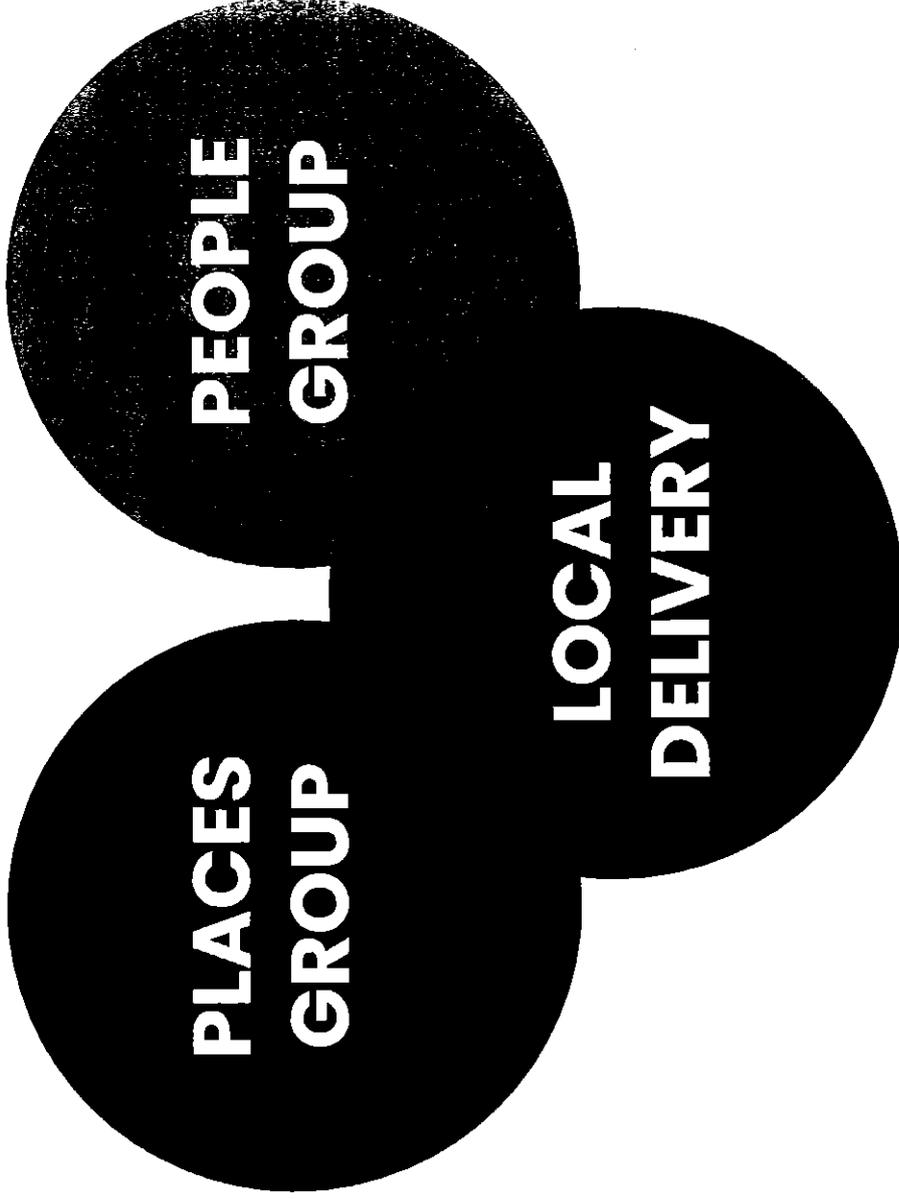
The Council has an established Places Group, which is part of the Economic Collaboration Group governance structure. The purpose of the group is to achieve joined-up thinking, planning and delivery of priorities within town centres in relation to the built environment including redeveloping or improving properties, public realm improvements, green infrastructure and active travel initiatives. The group also has a role to discuss and agree funding priorities, including decision making for the use of funding available to the Council to implement placemaking.

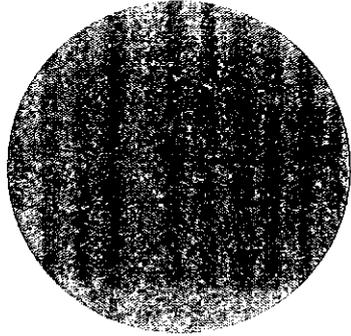
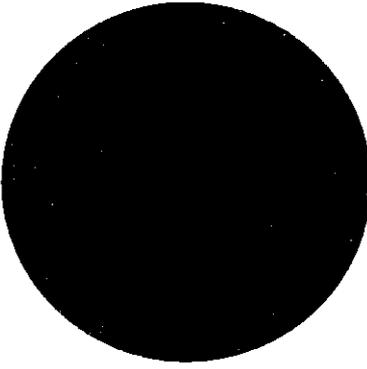
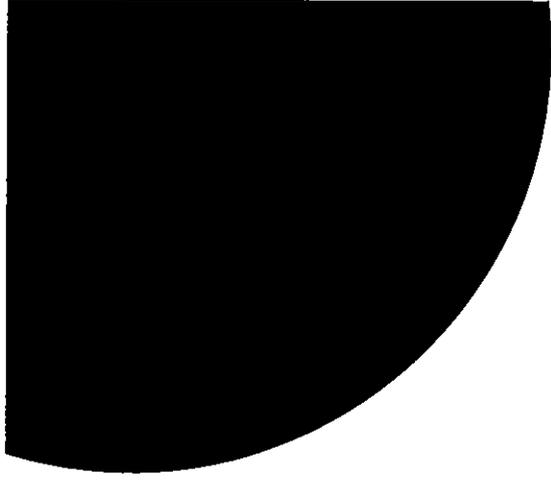
A review of the Places Group was completed, and opportunities to improve its overall effectiveness were identified including i) improve collaborative working and coordination of placemaking across the council, ii) develop an annual work programme reflective of place making activity being led by different services/ officers across the council and improve the monitoring and reporting of placemaking activity and delivery against approved Place Making Plans.

The Council has also established and coordinates a people-focused services group, which covers a range of mainly external bodies and organisations that have a people-focused element in their provision. Some internal Flintshire County Council services are also represented. This group includes representatives from the Betsi Cadwaladr University Health Board, North Wales Police, Flintshire Local Voluntary Council, amongst other organisations.

In growing this partnership approach, the Place Making Plan needs to consider local, grass roots community groups as well as the local business sector, so that an equitable public, private community/voluntary sector alliance is formed. What form the partnership takes needs further discussion between organisations, so that it has an agreed purpose, aims and objectives, the right scale of operation, values and ways of working. Such a partnership would need to be designed so that it:

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





place making

FLINTSHIRE

**chris
jones**

