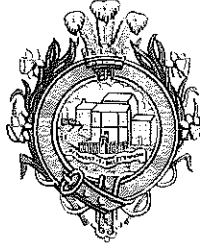


# Cyngor Tref Treffynnon Holywell Town Council

Swyddfeydd Bank Place,  
Treffynnon,  
Sir y Fflint, CH8 7TJ



Bank Place Offices,  
Holywell,  
Flintshire, CH8 7TJ

Tel/Ffacs: (01352) 711757

Tel/Fax: (01352) 711757

e-bost/e-mail: town.clerk@holywell.wales  
Gwefan/Website: www.holywell-town.gov.uk

30th May 2018

To: Members of the Town Centre Sub-Committee

(Mayor (ex-officio) and Councillors M. Brooke, L.A. Carter, A. Coleman, K. Davies, J.M. Johnson, S. Johnson, P.J. McGarry, E.B. Palmer, M.D. Phelan, B. Scragg, P.A. York).

Dear Councillors,

Notice is given that a meeting of the **TOWN CENTRE SUB-COMMITTEE** will be held in the **COUNCIL CHAMBER, COUNCIL OFFICES, BANK PLACE, HOLYWELL** on **Tuesday 5th June 2018 at 5.30pm** to transact the business specified in the Agenda set out below.

Yours faithfully

A handwritten signature in black ink that reads "Jason Baker".

J.Baker  
Town Clerk and Financial Officer

## AGENDA

1. ELECTION OF CHAIRMAN – 2018/19
2. APPOINTMENT OF VICE-CHAIRMAN – 2018/19
3. APOLOGIES FOR ABSENCE
4. DECLARATIONS OF INTEREST

Members are reminded that they must declare the existence and nature of their declared personal interests.

5. PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960  
EXCLUSION OF PUBLIC AND PRESS

To consider passing a resolution to exclude the public and press for Agenda item 6, on the grounds that publicity would be prejudicial to the public interest by reason of the confidential nature of the business to be transacted relating to proposed property leasing and contractual arrangements.

6. EXPRESSIONS OF INTEREST – KINGS HEAD BUILDING

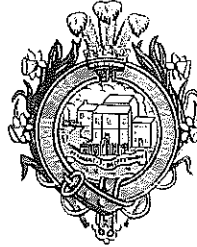
Members to receive a presentation from those organisations which have submitted an expression of interest, concerning the licence of part ground floor premises, Kings Head building, Holywell High Street:

- West Flintshire Community Enterprises
- West Flintshire Heart Community Interest Company

A copy of each expression of interest submitted and the invite letters are attached.

# Cyngor Tref Treffynnon Holywell Town Council

Swyddfeydd Bank Place,  
Treffynnon,  
Sir y Fflint, CH8 7TJ



Bank Place Offices,  
Holywell,  
Flintshire, CH8 7TJ

Tel/Ffacs: (01352) 711757

Tel/Fax: (01352) 711757

e-bost/e-mail: [town.clerk@holywell.wales](mailto:town.clerk@holywell.wales)  
Gwefan/Website: [www.holywell-town.gov.uk](http://www.holywell-town.gov.uk)

24 May 2018

**Private and confidential**

Nick Taylor  
West Flintshire Community Enterprises  
49-51 High Street  
Holywell  
Flintshire

Dear Mr Taylor,

**Expression of Interest – Licence of Part Ground Floor Premises,  
Kings Head Building**

I refer to your recent expression of interest submission to the Council, concerning potential occupation of the ground floor space at the Kings Head Building on Holywell High Street.

Members have requested that you attend a meeting of the Town Centre Sub-Committee to provide further information on your proposal and present your business plan. Members are particularly interested in the benefits it will bring in supporting the regeneration of the town centre, increasing footfall and visitor numbers, the long term sustainability of the project and the financing arrangements including the associated income streams.

I confirm your presentation will take place on:

**Date: Tuesday 5<sup>th</sup> June 2018**

**Time: 5.30pm (30 minute slot allocated)**

**Venue: Holywell Town Council Offices, Bank Place, Holywell**

Upon arriving door number 14 at the end of the building will be open; please come in and take a seat and wait to be called into the meeting.

Members look forward to meeting with you and considering your proposals.

Yours sincerely,

A handwritten signature in black ink that reads "Jason Baker". The signature is written in a cursive style with a period at the end.

Jason Baker  
Town Clerk & Responsible Finance Officer

# Cyngor Tref Treffynnon Holywell Town Council

Swyddfeydd Bank Place,  
Treffynnon,  
Sir y Fflint, CH8 7TJ

Tel/Ffacs: (01352) 711757



Bank Place Offices,  
Holywell,  
Flintshire, CH8 7TJ

Tel/Fax: (01352) 711757

e-bost/e-mail: [town.clerk@holywell.wales](mailto:town.clerk@holywell.wales)  
Gwefan/Website: [www.holywell-town.gov.uk](http://www.holywell-town.gov.uk)

24 May 2018

## **Private and confidential**

Lorraine Guy  
West Flintshire Heart Community Interest Company (CIC)  
Fist Floor, 12 Tower Gardens  
Holywell  
Flintshire

Dear Ms Guy,

## **Expression of Interest – Licence of Part Ground Floor Premises, Kings Head Building**

I refer to your recent expression of interest submission to the Council, concerning potential occupation of the ground floor space at the Kings Head Building on Holywell High Street.

Members have requested that you attend a meeting of the Town Centre Sub-Committee to provide further information on your proposal and present your business plan. Members are particularly interested in the benefits it will bring in supporting the regeneration of the town centre, increasing footfall and visitor numbers, the long term sustainability of the project and the financing arrangements including the associated income streams.

I confirm your presentation will take place on:

**Date: Tuesday 5<sup>th</sup> June 2018**

**Time: 6.10pm (30 minute slot allocated)**

**Venue: Holywell Town Council Offices, Bank Place, Holywell**

Upon arriving door number 14 at the end of the building will be open; please come in and take a seat and wait to be called into the meeting.

Members look forward to meeting with you and considering your proposals.

Yours sincerely,

A handwritten signature in black ink that reads "Jason Baker". The signature is written in a cursive style with a small dot at the end.

Jason Baker  
Town Clerk & Responsible Finance Officer



**HOLYWELL TOWN COUNCIL**

**EXPRESSION OF INTEREST**

**LICENCE OF PART GROUND FLOOR PREMISES, KINGS HEAD BUILDING,  
HIGH STREET, HOLYWELL, CH8 7TN**

Closing Date: Friday 20 April 2018

Organisation: WEST FLINTSHIRE COMMUNITY ENTERPRISES

Address: 49-51 HIGH ST HOLYWELL

Telephone No: 01352 218118

Email Address: artisanswestflintshire@gmail.com

Contact Person: NICK TAYLOR

Proposed Use/Activities: MUSEUM, TOURIST INFORMATION  
CAFE

Evidence of Community Benefit: Revitalize High Street;  
economic and employment benefit.

In association with Thomas Pennant Society,  
Mostyn History Preservation Society, Paul Parry.

SIGNED: [Signature]

WITNESS: [Signature]

DATE: 17/4/18



## HOLYWELL TOWN COUNCIL

### EXPRESSION OF INTEREST

LICENCE OF PART GROUND FLOOR PREMISES, KINGS HEAD BUILDING,  
HIGH STREET, HOLYWELL, CH8 7TN

**Closing Date:** Friday 20 April 2018

**Organisation:** West Flintshire Heart Community Interest Company (CIC)

**Address:** First floor, 12 Tower Gardens, Holywell, Flintshire, CH8 7TG

**Telephone No:** 07525 039 194

**Email Address:** [hello@westflintshireheart.com](mailto:hello@westflintshireheart.com)

**Contact Person:** Lorraine Guy, Director.

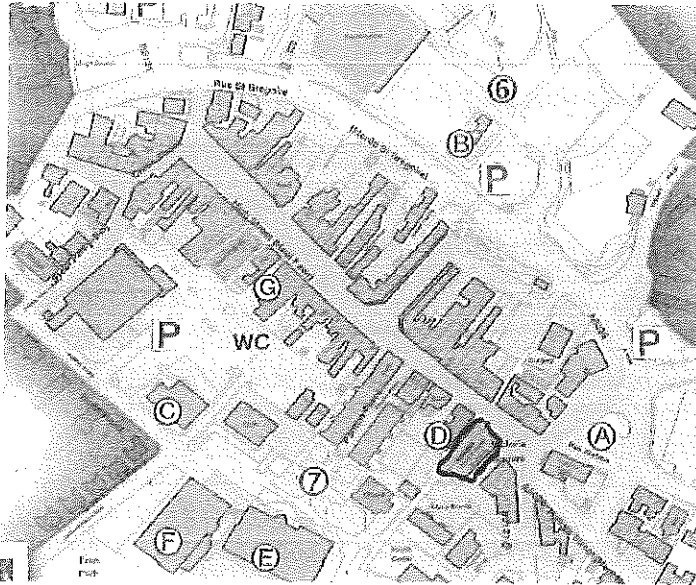
#### **Proposed Use/Activities:**

West Flintshire Heart CIC (WFH) proposed use and activities of the Licence part of the ground floor premises of the Kings Head Building is to operate a local partnership Heritage Hub Museum, to silver or bronze Museum standard.

WFH would seek to work with other local Heritage partners to create a fit for purpose refurbished museum exhibition space, gallery space, educational research room/library, local history and community history spaces; WFH would seek to be a contributing partner in this offer. The proposed use and activities for WFH to contribute to the operational functions of running the partnership Museum would be expressed as below:

- Customer Service/Tourism point: range of formats producing bi-lingual information, interactive resources, website/marketing materials and promotions;
- Specialist tea/coffee Lounge: for drink refreshments only – including a focus to hold out of hours evening social spaces to reach new audiences with local a focus on Heritage and the Arts;
- Welsh Arts space; locally produced arts and crafts for sale, a local offer showcasing and selling Holywell Museum Welsh mementos that can further market the Museum (tourists buying as gifts, etc);





## **HOLYWELL TOWN COUNCIL**

### **EXPRESSION OF INTEREST**

**LICENCE OF PART GROUND FLOOR PREMISES, KINGS  
HEAD BUILDING,**

**HIGH STREET, HOLYWELL, CH8 7TN**

**Closing Date: Friday 20 April 2018**

**Organisation:** West Flintshire Heart Community Interest Company

**Address:** 49-51 High Street, Holywell, Flintshire, CH8 7TF

**Telephone No:** 07525 039 194

**Email Address:** wfheart@gmail.com

**Contact Person:** Lorraine Guy

**Proposed Use/Activities:**

West Flintshire Heart CIC (WFH) proposed use and activities of the Licence part of the ground floor premises of the Kings Head Building is to operate

a local partnership Heritage Hub Museum, to silver or bronze Museum standard.

WFH would seek to work with other local Heritage partners to create a fit for purpose refurbished museum exhibition space, gallery space, educational research room/library, local history and community history spaces; WFH would seek to be a contributing partner in this offer. The proposed use and activities for WFH to contribute to the operational functions of running the partnership Museum would be expressed as below:

- Customer Service/Tourism point: range of formats producing bi-lingual information, interactive resources, website/marketing materials and promotions;
- Specialist tea/coffee Lounge: for drink refreshments only – including a focus to hold out of hours evening social spaces to reach new audiences with local a focus on Heritage and the Arts;
- Welsh Arts space; locally produced arts and crafts for sale, a local offer showcasing and selling Holywell Museum Welsh mementos that can further market the Museum (tourists buying as gifts, etc);
- Inclusivity: improved facilities on the high street and raised profile of Holywell and West Flintshire.

The following local organisations/people are supporting partners of WFH who will contribute to WFH proposed activities:

- Tower Crafts Holywell; Helen Ryles-Owen
- Holywell and Flint Rotary Club
- Alan Cathery, Military historian
- Daydream Designs; Rob Saunders
- The Cariad Project;
- 

WFHeart CIC's proposed use would be for a heritage hub entrance; consisting of an accessible customer service entrance, tourist information point, Welsh crafts and specialist tea/coffee refreshment area. We would envisage being responsible for creating a welcoming entry point to the museum; greeting local and visiting tourists with a credible, knowledgeable workforce on 'current' museum content (exhibitions, etc) and surrounding West Flintshire points of interest.

We would provide trained workforce capacity to manage the operational elements; with a mix of voluntary and paid capital. We would monitor visitor numbers/demographics and evaluate project/exhibition outcomes; essential to know who our visitors are, why they come and what they value about the experience; gaining an in-depth understanding of visitors and marketing for Holywell wider purpose.

The heritage website domains of *Holywell Museum* and *West Flintshire Heritage* are in ownership of WFH, engagement and involvement campaigns, social media and marketing of the Museum will be a key function of future success and be undertaken by local award-winning media company *Daydream Designs*.

We also propose to fully support/lead/contribute to any Partnership Board that might be appointed/develop to govern Museum function and planning.

### **Evidence of Community Benefit:**

West Flintshire Heart Community Interest Company (WFH) is a Holywell third sector, not for profit organisation, founded by experience and formed in January 2018 – company number 11145386. WFH mission is to provide accessible community spaces for people to learn, contribute and socially connect. WFH vision is to be a creative and dynamic third sector leader who champions chances for the community to thrive. We would benefit the community as we are a community interest company, whose very existence must annually satisfy the Government's CIC Regulator 'Community Test'; you have to operate for community benefit.

West Flintshire Heart CIC has been set up with the CIC Regulator and Companies House to deliver the following objects:

"The objects of the Company are to carry on activities which benefit the community and in particular (without limitation) across Flintshire; third sector, education, training and employment organisations, heritage and arts organisations, faith organisations, environmental organisations, public and civil sector and tourists - through operating community cafés and arts, heritage spaces and enterprise projects."

WFH will contribute to the local economy by providing a local integrated heritage service, representative of local points of interest and seek to engage with the natural heritage asset partners of West Flintshire; Holywell's *St. Winefride's well* one of the '*Seven Wonders of Wales*' attractions - *The Lourdes of Wales*, Greenfield Valley Heritage Park, Basingwerk Abbey, Thomas Pennant Society, St. Pantasaph Friary, Holywell railway, Halkyn Mountain, Greenfield and Mostyn docks, to name but some. WFH can meet community need by being an impartial third sector organisation; working to unite West Flintshire's diverse heritage organisations, community groups, education, business organisations, local neighbourhoods and the public.

WFH will operate with paid staff, creating local jobs, which will be advertised transparently to the community and an engaging volunteer capital model; across all ages, and abilities, welcoming people with disability, autism, long term health conditions, worklessness, dementia groups, carers and under-represented individuals.

West Flintshire - Holywell and District; Holywell, Brynford; Caerwys; Halkyn; Llanasa; Mostyn; Trelawnyd & Gwaenysgor; Whitford. In 2014 it was recorded that 24,900 people live in the area (ONS MYE 2014).

	Holywell & District		Source: ONS MYE 2014	
Males	12,300			
Females	12,600			
Aged 0-15	4,400			
Aged 16-29	3,950			
Aged 30-44	4,050			
Aged 45-64	7,250			
Aged 65+	5,250			
Population characteristics (Census 2011)				
	Holywell & District		Flintshire	Wales
Born in Wales	15,042	60.8%	50%	72.7%
Speaks Welsh	4,322	18.1%	13.2%	19.0%
No skills in Welsh	17,080	71.6%	79.4%	73.3%

As West Flintshire covers a large area of the county of Flintshire, has a population of 24,900 people, with 14 lower super output areas, rural communities, areas of affluence and a higher than average population of people aged 65+, we will access training in line with demographic profile (sourced) to provide training for people to gain skills in retail, café-barista, tourism, heritage, marketing/media and customer service, with volunteering opportunities in retail, café, tourism, marketing/media and heritage.

Insurance indemnity will be in line with proposed activities will be in place, along with following all other statutory and mandatory requirements. We would also train all staff in line with the 'Holywell Digital Town' program, with use of Square. It would also be intention to build a service that meets: *The Visit Wales Visitor Attraction Quality Scheme*, requiring a quality-based assessment and accreditation process, reflecting the visitor experience and the quality of the product and services offered by the attraction and its staff.

An experienced Board of Directors and Community Leads will manage WFH delivery of the Museum and have experience of heritage, funding, contract management, key company legislation and community projects. We would work with partners to ensure the building meets Equality Sector Duty responsibilities and the Welsh Language Act.

The *Well-Being of Future Generations Act (Wales) 2015*, is at the very heart of WFH partnership thinking; the Act's seven well-being goal which aim to improve the social, economic, environmental and cultural well-being of Wales now and for the longer-term:

1. A prosperous Wales
2. A resilient Wales
3. A healthier Wales

4. A more equal Wales
5. A Wales of cohesive communities
6. A Wales of vibrant culture and thriving Welsh Language
7. A globally responsible Wales.

WFH has a clear offer for local people through a one stop system to help improve skills, prepare for work or education, find work, change careers, progress in work, and small-scale enterprise space. WFH will seek to create employment and volunteering opportunities attractive for local people.

Some arts and crafts sold by *Tower Crafts Holywell*, which is produced by local people will be on display; thus, linking the space to Holywell Town Council's future ambitious Tower Gardens Music plans.

We will utilise the strengths of our local environment to deliver effective outcomes, at lower costs and with reduced carbon footprint. Our approach will make full use of community assets, to host and/or deliver services. We will tailor our business functions to meet the needs of our local communities and visiting tourists. WFH can work in partnership to foster the community social purpose and business experience required for destination development.

We recognise that the high street Kings Head development is a significant and critical opportunity for the town of Holywell and its surrounding communities; a chance to come together now and for the longer-term. We would contribute to creating a high street heritage hub as a significant destination, being part of a partnership catalyst for change; empowering tourism, heritage and economy. Utilising our natural and built assets in this sustainable way will ensure our role in maximising job creation from the tourism industry stands alongside Holywell Town Council's 6 key priorities:

1. Linking the town with the Greenfield Valley, Greenfield Dock, Wales Coast Path and Heritage Park and St. Winefride's Well;
2. Establishing Holywell as a premier town centre events venue and creating tourism information points;
3. Maintaining the provision of public toilets into the town and ensuring adequate space at agreed locations for car parking, including some electrical car charging points;
4. Regenerate the Holywell and Greenfield community with particular emphasis on the town centre;
5. Coordinated joint working between the County Council, Town Council and the newly constituted Holywell Town Partnership;
6. Maintain other service priorities such as grants, contributions, health and safety, governance, business processes and facilities management.

**SIGNED:** 

**WITNESS:** Helen Ryles-Owen

**DATE:** 20 / 04 / 2018

