

Holywell Town Council Business Plan 2018/19



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

Introduction to Holywell Town Council's Business Plan for 2018/19

This second version of our Business Plan builds on the foundations made in the previous year and sets out our vision and priorities for the 2018/19 year and what we aim to achieve.

There were a number of longer term projects which underpinned the key priorities from last year's business plan and these will remain our primary focus for the forthcoming twelve months. The next review for 2019/20 will be aligned to the civic year commencing annually in May.

I am pleased to report a number of projects were completed successfully last year including the installation of electric car charge points, installation of a digital iBeacon trail, several enhanced town centre features and a feasibility study for a covered events area located on Tower Gardens just off the High Street.

We will continue to look beyond our immediate financial resources with a greater emphasis on researching grant funding opportunities during the coming year and beyond. We will closely monitor our progress as a group of members and with the staffing team on a quarterly basis.

We hope you find the plan both interesting and informative and welcome feedback from residents on the business plan and what we are trying to achieve in order to benefit the Holywell community.



Rosetta Dolphin

Mayor of Holywell Town Council

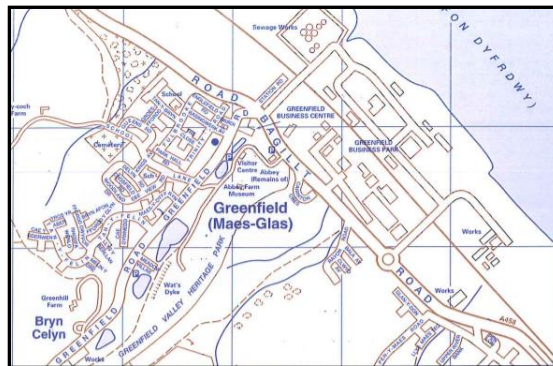
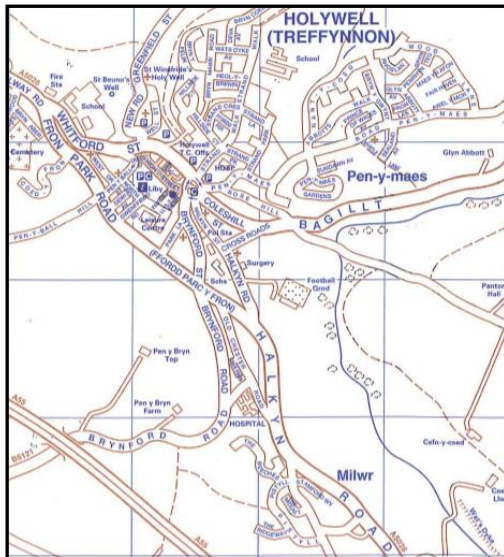


Political and Demographic Information

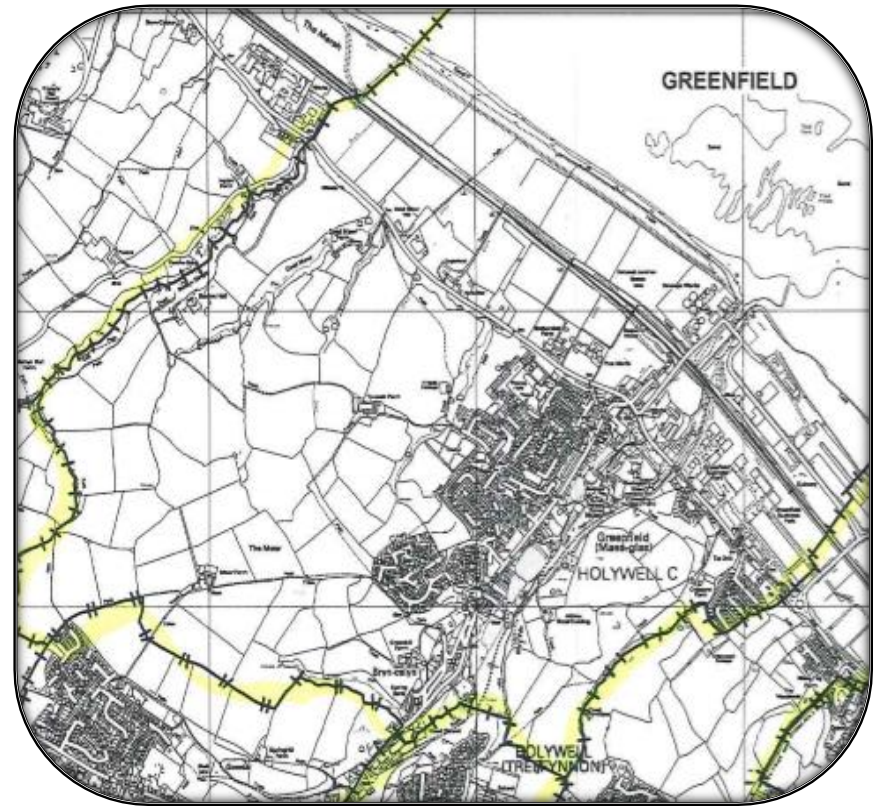
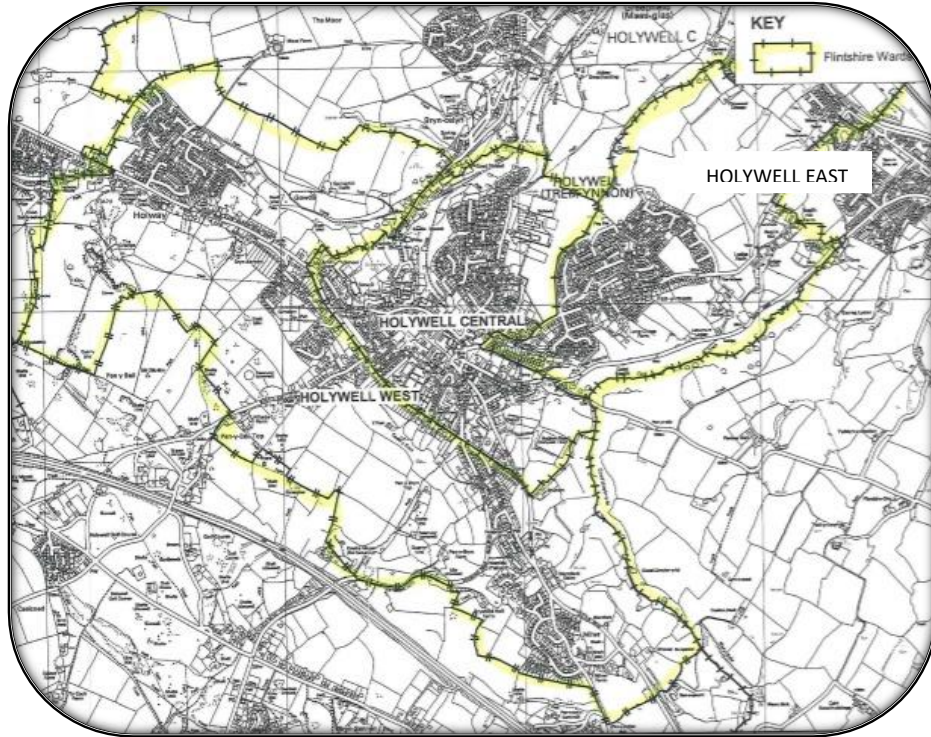
The Holywell Community is the main residential area in the West Delyn district of Flintshire, with the local population in the region of 12,000. The area is steeped in history with the Town Centre home to the oldest High Street in Flintshire. There are also key tourism attractions which thousands of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

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

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



Electoral Wards of the Holywell Community



Council Members

Name	Post Held	Ward
Rosetta Dolphin *	Town Mayor and Chairman of the Council	Greenfield
Paul A. Johnson *	Deputy Mayor	Holywell West
Michael Brooke	Councillor	Holywell Central
Lynda A. Carter	Councillor	Holywell West
Aidan Coleman	Councillor	Holywell West
Karin Davies	Councillor	Holywell East
Joseph M. Johnson *	Councillor	Holywell East
Susan Johnson	Councillor	Greenfield
Philip J. McGarry	Councillor	Holywell East
Edward B. Palmer *	Councillor	Holywell Central
M. Dolores Phelan	Councillor	Holywell Central
Kenny Roberts	Councillor	Greenfield
G. Barry Scragg	Councillor	Greenfield
Sheena E. Wallbanks	Councillor	Greenfield
Peter A. York	Councillor	Holywell West
* also a County Councillor for the stated electoral ward		

Council Staff

Name	Post Held
Jason Baker	Town Clerk and Financial Officer
Martin G. Fearnley	Projects & Development Officer
Collette S. Lowry	Support Officer

Committee Structure

The Council meet on the third Tuesday of every month with the exception of the August recess period. Special Council meetings and Sub-committee meetings can also be called as and when required to deal with a particular matter or series of matters as and when the need arises. The Council hold Finance and Community Asset Transfer Committees as the need arises through the year which involves all members of the Council.

Sub-Committee Framework and Members

Audit Sub-Committee	Council Offices & Communications Sub-Committee	Holywell & Greenfield Development & Transport Sub-Committee	Town Centre Sub-Committee	Wales in Bloom Sub-Committee
Councillor J.M. Johnson (East)	Councillor M. Brooke (Chair)	Councillor J.M. Johnson	Councillor M. Brooke	Councillor M. Brooke
Councillor L.A. Carter (West)	Councillor L.A. Carter (Vice Chair)	Councillor P.A. Johnson (Chair)	Councillor L.A. Carter (Vice Chair)	Councillor K. Davies
Councillor E.B. Palmer (Central) (Chair)	Councillor K. Davies	Councillor S. Johnson	Councillor A. Coleman	Councillor J.M. Johnson (Chair)
Councillor B. Scragg (Greenfield) (Vice Chair)	Councillor P.J. McGarry	Councillor E.B. Palmer (Vice Chair)	Councillor K. Davies	Councillor S. Johnson (Vice Chair)
Councillor P.A. Johnson (West)	Councillor E.B. Palmer	Councillor M.D. Phelan	Councillor J.M. Johnson	Councillor P.J. McGarry
	Councillor S.E. Wallbanks	Councillor K. Roberts	Councillor S. Johnson	
		Councillor B. Scragg	Councillor P.J. McGarry	
		Councillor S.E. Wallbanks	Councillor E.B. Palmer (Chair)	
		Councillor P.A. York	Councillor M.D. Phelan	
			Councillor B. Scragg	
			Councillor P.A. York	

Strategic Objective

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



Key Priorities

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

2 - Establishing Holywell as a quality visitor destination and premier town centre events venue, including a covered events area over Tower Gardens. Setting up of community tourist information points and arrangements for leaflet distribution to them.

3 - Maintaining the provision of assets including public toilets in the town and ensuring adequate space at agreed locations for car parking, including some electric car charging points.

4 - Regenerate the Holywell and Greenfield communities with particular emphasis on the town centre, and Flintshire County Council's Local Development Plan.

5 - Co-ordinated joint working between the County Council, Town Council and the newly constituted Holywell Town Partnership. Improve and develop community engagement.

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

TRANSPORT LINKS

- Greenfield Railway Station
- Land Train, Shuttle Bus and Community Bus

QUALITY VISITOR DESTINATION

- Tower Gardens Covered Events Area
- Museum
- A55 and Gateway Signs
- Tourist Information Points

COMMUNITY ASSET TRANSFER

- Public Toilets
- Open Spaces – Gardens, Woodlands

REGENERATION

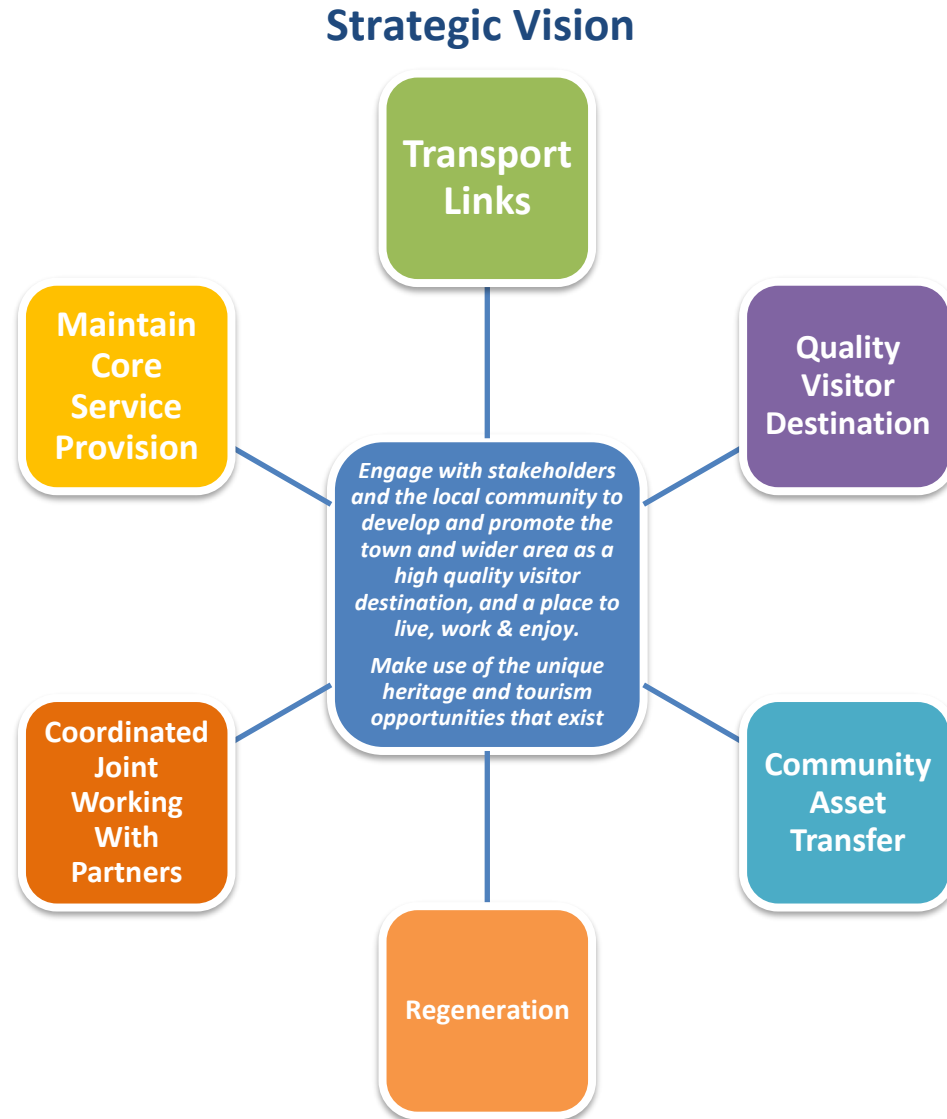
- Encourage stallholder attendance and diversity at the town's weekly market
- Establish pop up shops
- Enhanced town centre features
- Car Parking/Car Charging Points
- Water Refill Stations

COORDINATED JOINT WORKING WITH PARTNERS

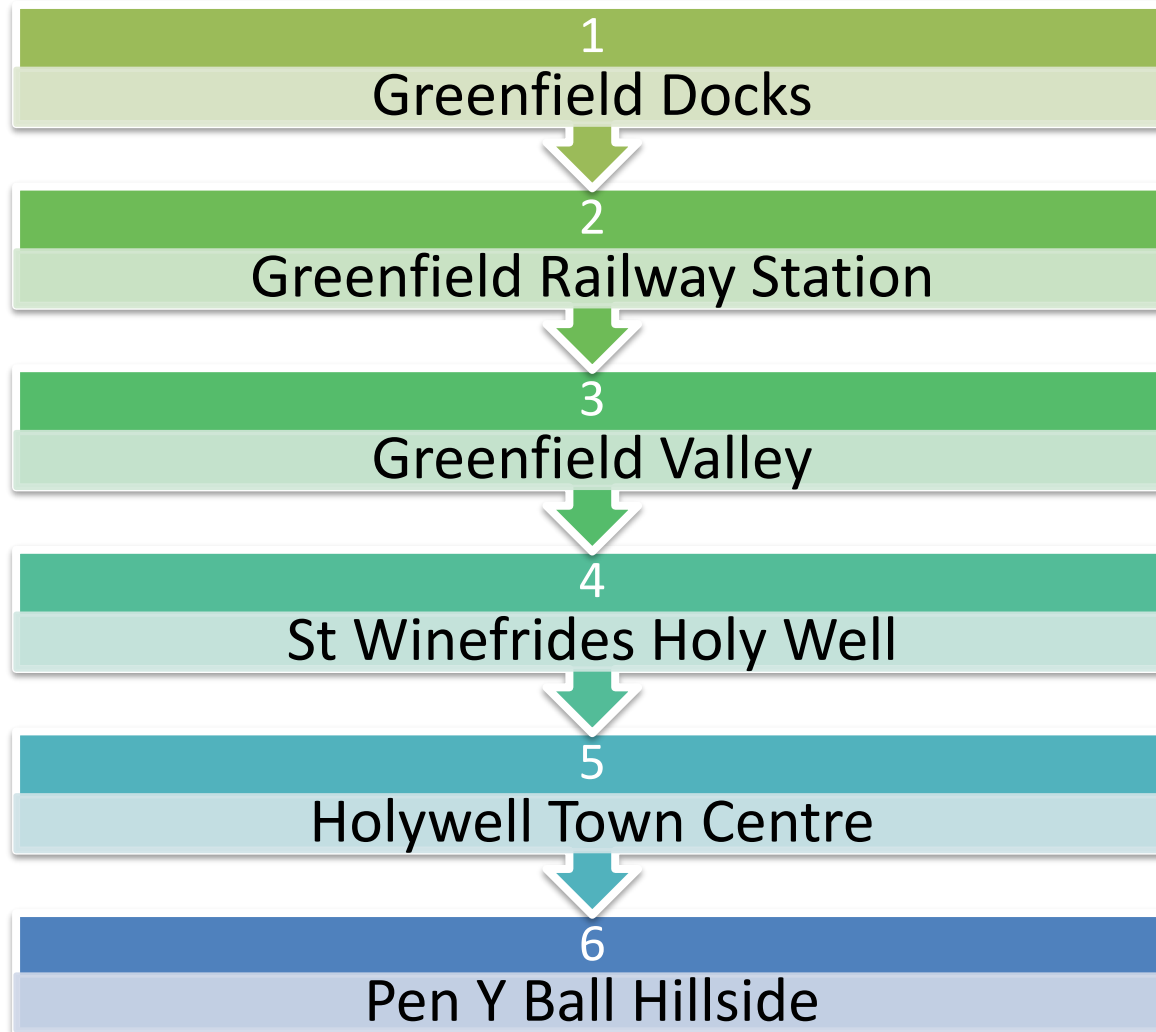
- Flintshire County Council, Town Centre Partnership, Business Sub Group, Events Sub Group, Local MP/AM

MAINTAIN CORE SERVICE PROVISION

- CCTV Services in the town centre
- Grants and Contributions – Holywell Leisure Centre, Play Equipment and Local Organisations
- Support for Play Schemes



Destination Holywell



Financial Resources – Budget 2018/19

Cost Centre	£ Detail	£ Summary
Income		
Local Taxation Precept	(233,500)	
Total Income		(233,500)
Expenditure		
Establishment	79,450	
Public Works Loans Board	5,220	
Council Offices	25,260	
Community	1,550	
Civic	3,400	
Grants / Donations	8,850	
Members	2,290	
Litter Bins	2,000	
Events	9,050	
Well Inn Music Festival	10,000	
Play Areas / Schemes	18,080	
Wales in Bloom	6,000	
Christmas Lights	20,780	
Woodland / Asset Transfer	1,770	
CCTV	19,800	
Contribution - Holywell Leisure Centre	20,000	
Total Expenditure		233,500
Variance (Expenditure <u>Less</u> Income)		0