

CABINET

Date of Meeting	Tuesday 14 February 2017
Report Subject	Deeside Plan
Cabinet Member	Deputy Leader and Cabinet Member for Environment and Cabinet Member for Economic Development
Report Author	Chief Officer (Community and Enterprise) and Chief Officer (Streetscene and Transportation)
Type of Report	Strategic

EXECUTIVE SUMMARY

The Deeside Plan sets out a vision for economic growth for the next 30 years. It identifies the high level programmes of work needed to fulfil the aspirations for Deeside as a key element in regional economic growth and to ensure the maximum benefit to local people.

The Deeside Plan identifies transport infrastructure as fundamentally important to sustaining growth and highlights an integrated plan for improving that infrastructure in the short, medium and long term.

The report also highlights the anticipated Welsh Government consultation on improvements to the strategic road infrastructure network and identifies the potential benefits.

RECOMMENDATIONS

1	That the draft Deeside Plan is approved.
2	That the transport proposals for Deeside are approved.
3	That the Council respond to the forthcoming Welsh Government A494/A55 improvement consultation making a strong case for improvements that resolve congestion and facilitate the delivery of the Deeside Plan.

REPORT DETAILS

1.00	EXPLAINING THE CONTENT OF THE REPORT
1.01	Deeside was identified as a strategic priority for regeneration for the Council in 2011, recognising both the scale of economic opportunity and the concentration of deprivation in the area. To support this, the Deeside Partnership was formed in 2013 to combine previous governance structures and lead and co-ordinate the regeneration process which spans the work of a number of organisations and Council services
1.02	The economic importance of Deeside to the wider region is well documented and the growth visions for North Wales and for Cheshire / Warrington highlight its role in achieving their future economic growth ambitions. Welsh Government designated the Deeside Enterprise Zone in 2012 to accelerate new employment growth particularly in the advanced manufacturing sector. 5,000 jobs have now been created or safeguarded in the Enterprise Zone.
1.03	There are already 20,000 jobs located in the Deeside Enterprise Zone with the potential, through the Northern Gateway and Warren Hall sites, for another 10,000 jobs to be created as well as up to 1,500 new homes. Deeside is well-placed to realise this growth with Welsh Government investment in enabling works already underway on the Northern Gateway site.
1.04	However, the transport system in and around Deeside is already at capacity in many locations and is heavily dependent upon private car use which results in parking issues and congestion. This will act as a brake on future economic growth. The Welsh Government will consult on a major road infrastructure improvement project for Deeside in March 2017 and this must be considered in the context of the needs of the economy of Deeside as well as local quality of life.
1.05	<p>The Deeside Plan has been developed to set out how the ambitions for economic growth for Deeside can be achieved, maximising the value of growth for local people and for the wider region whilst also protecting and improving quality of life. The purpose of the Plan is to:</p> <ul style="list-style-type: none">• Create an ambitious high-level vision for economic growth in Deeside over the next 30 years;• Set the principles for identifying future sites for development after Northern Gateway and Warren Hall, recognising the long timescales needed to do so;• Ensure that transport infrastructure, economic development and land use planning are considered in parallel;• Align future regional and local strategies and programmes;• Build understanding of the needs of the area among decision-makers and businesses to encourage support; and• Provide a tool for the Deeside Partnership, the Council and others to monitor progress.

1.06	<p>The overarching priorities identified in the Deeside Plan are to:</p> <ul style="list-style-type: none"> • Build upon the economic strengths and specialisms of Deeside with a focus on innovation and research to build competitiveness; • Support investment through flexible policy frameworks and high quality support services; • Grow and support new business formation; • Ensure regional approaches to skills development meet current and future employer needs and that skills keep pace with evolving technology; • Reduce the mismatch between the career aspirations of young people and the jobs available locally and maximise employment opportunities for the resident workforce; • Ensure a sufficient supply and quality of homes to support economic growth aspirations; • Improve the quality of the natural and built environments; and • Develop the leisure and recreation infrastructure with the River Dee as an underpinning resource. <p>Transport is highlighted as a particular priority in the Plan due to current challenges and its potential to constrain future growth. The Plan priorities are to:</p> <ul style="list-style-type: none"> • Maximise the value of regional transport infrastructure investments including the proposed Welsh Government improvements to the strategic road network around Deeside; • Ensure that transport infrastructure improvements are planned alongside future development opportunities recognising that both processes may take several decades to come to fruition; and • Support the shift from private car use to more sustainable forms of transport and grow the active travel infrastructure. <p>The Deeside Plan sets out a detailed series of proposals for transport investment in the short, medium and long term.</p>
1.07	<p>Welsh Government have announced the potential for over £200m to be made available to improve the strategic road infrastructure between Queensferry and Northop to address congestion.</p> <p>Two route options are proposed by Welsh Government:</p> <ul style="list-style-type: none"> • The blue route – improvements to the A494 Aston Hill and the Ewloe interchange with the A55. • The red route – improvements to the A548 and a new road link from the Flintshire bridge to the A55 at Northop. <p>The consultation on the preferred route option is expected to launch on 13 March for 12 weeks. The final decision on the route rests with Welsh Government.</p>
1.08	<p>The Deeside Plan highlights a number of potential benefits that it is crucial that the proposed improvements deliver:</p> <ul style="list-style-type: none"> • Reduced traffic congestion in Deeside through the creation of a new route options around the settlement allowing increased network resilience; • Open up the opportunity of a new rail halt, park and ride, service

	<p>station and truck stop which are intrinsic to the success of the transport plan for Deeside;</p> <ul style="list-style-type: none"> • Improved access to enable new economic development sites to be identified to facilitate the growth proposed for Deeside; • Improved access to enhance the competitiveness of existing employment sites; and • Creation of a high-profile strategic gateway to Flintshire and to Wales.
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2.00	RESOURCE IMPLICATIONS
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2.01	The Deeside Plan does not, at this stage, identify specific resources needed for its delivery. The Plan is intended to steer the delivery of regional programmes of support, to act as a tool to support bids for resources and to steer current and future work programmes that use existing resources.
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3.00	CONSULTATIONS REQUIRED / CARRIED OUT
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3.01	<p>The development of the draft Deeside Plan has included consultation with:</p> <ul style="list-style-type: none"> • Deeside Partnership; • Deeside Forum including County Councillors and town and community councils; • Deeside Business Forum • Public consultation sessions. <p>As the elements in the Plan are developed further more detailed consultation with relevant stakeholders and local people will be needed.</p>
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4.00	RISK MANAGEMENT
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4.01	No specific risks identified arising from this report.
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5.00	APPENDICES
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5.01	Draft Deeside Plan - to follow.
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6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
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6.01	<p>None.</p> <p>Contact Officer: Niall Waller Telephone: 01352 702137 E-mail: niall.waller@flintshire.gov.uk</p>
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7.00	GLOSSARY OF TERMS
7.01	Deeside Enterprise Zone – designated by Welsh Government in 2012, the Enterprise Zone focuses on the advanced manufacturing sector and encourages investment through Welsh Government support, enhanced capital allowances and business rates incentives. The Enterprise Zone has a target of 5,000 new jobs to be created by 2017.