

Environment & Economy Overview & Scrutiny Committee

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

EXECUTIVE SUMMARY

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

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

RECOMMENDATIONS

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

REPORT DETAILS

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

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| 1.06 | The consultation was promoted online via the website and social media, via the Press, through leaflets and posters and through business cards handed out in the visitor centre and distributed in the Valley by members of the Trust Board. A specially produced video played in the visitor centre and on the Valley's website. | | | | | | | | | | | | | | | | | | |
| 1.07 | A total of 127 people responded to the overall questions with some of these choosing to go on and respond to the more detailed questions. | | | | | | | | | | | | | | | | | | |
| 1.08 | The respondents were generally from the local area with 58% coming from Greenfield or Holywell and a further 26% coming from elsewhere in Flintshire with the remaining 16% coming from further afield. | | | | | | | | | | | | | | | | | | |
| 1.09 | <p>The public were asked what features/places of the valley were important to them. The following table highlights the most and least popular answers:</p> <table border="1" data-bbox="320 685 1382 1323"> <tr> <td data-bbox="320 685 759 745">Walks, walking, paths trails</td> <td data-bbox="759 685 1382 745">34%</td> </tr> <tr> <td data-bbox="320 745 759 806">Abbey</td> <td data-bbox="759 745 1382 806">26%</td> </tr> <tr> <td data-bbox="320 806 759 911">Play area, playground, play park</td> <td data-bbox="759 806 1382 911">23%</td> </tr> <tr> <td data-bbox="320 911 759 972">Café</td> <td data-bbox="759 911 1382 972">21%</td> </tr> <tr> <td data-bbox="320 972 759 1032"></td> <td data-bbox="759 972 1382 1032"></td> </tr> <tr> <td data-bbox="320 1032 759 1093">Events</td> <td data-bbox="759 1032 1382 1093">4%</td> </tr> <tr> <td data-bbox="320 1093 759 1153">Gardens</td> <td data-bbox="759 1093 1382 1153">3%</td> </tr> <tr> <td data-bbox="320 1153 759 1214">Bandstand</td> <td data-bbox="759 1153 1382 1214">1%</td> </tr> <tr> <td data-bbox="320 1214 759 1323">Feel of Valley which has been lost/destroyed</td> <td data-bbox="759 1214 1382 1323">1%</td> </tr> </table> | Walks, walking, paths trails | 34% | Abbey | 26% | Play area, playground, play park | 23% | Café | 21% | | | Events | 4% | Gardens | 3% | Bandstand | 1% | Feel of Valley which has been lost/destroyed | 1% |
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| Feel of Valley which has been lost/destroyed | 1% | | | | | | | | | | | | | | | | | | |
| 1.10 | 86% of respondents agreed with the proposed Vision and 96% of the respondents agreed that the 5 themes were the most important things to include in the strategy. | | | | | | | | | | | | | | | | | | |
| 1.11 | <p>The consultation also took the opportunity to find out the views of people on:</p> <p>Valley Zones - Many people come to the Valley's Heritage Museum and Play Area. It's proposed to identify 'Valley Zones' to highlight the different areas of the Valley which we can look at in the detailed plans. 97% of people agreed.</p> <p>Welsh Language – Although the Trust supports the Welsh language, as a charity the Trust is not bound by the national legislation, do people think we should treat the Welsh and English languages equally? 100% agreed</p> <p>More tourists – Some people like the calmness of the Valley and fear more tourists would disrupt this, do people think that it would be good to have more tourists visiting and supporting the Valley? 100% agreed</p> <p>Environmental sustainability –should the Valley treat national environmental objectives of carbon neutrality, biodiversity and</p> | | | | | | | | | | | | | | | | | | |

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

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

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| 3.00 | CONSULTATIONS REQUIRED / CARRIED OUT |
| 3.01 | As detailed in Section 1 |

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

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| 5.00 | APPENDICES |
| 5.01 | Consultation response document |

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

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