

**A
Plan
for
Shotton**

September 2021

“A Plan for Shotton” sets the strategic direction for work in Shotton for the forthcoming five to 10 years. It has been developed by Flintshire County Council and North Wales Police, with engagement of some key partner organisations. The Plan aims to be the foundations for further collaborative working between organisations and the community to identify priorities and deliver action to address local challenges and maximise on assets and potential opportunities. The long term vision is to make Shotton a place people want to work, live and visit, where the high street thrives and neighbourhoods and public spaces are safe, clean and appealing.

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Section 1: An Introduction to Shotton

- 1.1 Flintshire is a county in North Wales spanning the north east coastline and hugging the Dee Estuary. Flintshire is the most populated of the North Wales Local Authorities with around 155,600 inhabitants and 355.6 people per square kilometre¹. Flintshire benefits from regional collaboration, and economic and social links, with other North Wales Counties. Flintshire also borders Cheshire with transport links into the North West of England.
- 1.2 Shotton is a town in Deeside, Flintshire. Deeside is largely an industrial urban area made up of towns and villages that sit on the Wales/England border near the River Dee. Shotton is bordered by the Flintshire towns of Queensferry, Connah's Quay and Aston/Ewloe.
- 1.3 Shotton is made up of three wards: Shotton East and Shotton West, which are divided by the borderlands train line, and Shotton Higher, which is delineated by the train line to the West and the A494 Aston Expressway to the East.



¹ Welsh Government (2020)

Section Two: Challenges, Assets and Opportunities

Local amenities

The main high street in Shotton runs either side of the busy B5129 and concerns have been raised regarding the state of vacant premises, and some shop frontage, including the use of shutters. This is felt to give the wrong impression, i.e. being closed for business, and is unsightly. It is also felt to detract from the offer posed by the high street, which boasts an array of local amenities such as multiple banks, building societies, recognisable high street brands, local retailers, estate agents and public houses, amongst others – an attractive feature to both residents and visitors.

There is scope for redevelopment of the high street to enhance this local asset and counter some of the challenges outlined above. This would include development of Council owned premises suitable for sustainable community use.

As well as the high street Shotton benefits from a retail park in neighbouring Queensferry and a multitude of food outlets including larger supermarkets nearby within the Deeside area.

Transport links

Shotton has benefited from a railway line and station since the late nineteenth century with the last significant investment in the station being made in 2010².

The borderlands and North West coast train lines cross in Shotton, offering public transport links across North Wales and into North West and middle England. The stop in Shotton serves the Deeside Industrial Park for people employed there and who are reliant on, or chose to use, public transport to get to work.

Littering and fly-tipping, which is visually noticeable in areas of Shotton, is particularly prevalent around the train station and alleyways and access roads in and around the neighbouring terraced properties. The nature of the surrounding landscape and land ownership can make this difficult to prevent and maintain but there is a desire to tackle this issue to better present Shotton from arrival, enhance resident and broader public perception and to prevent the anti-social behaviour and any further disorder it may encourage.

Health

Shotton hosts a number of GP surgeries, including Deeside Medical Centre. The Deeside Community Hospital, managed by Betsi Cadwaladr University Health Board, is located in Higher Shotton. Facilities here include both inpatient and outpatient services, x-rays, ultrasounds, dental and community clinics.

² Transport for Wales (2021)

Housing

Shotton is comprised of large areas of privately owned and social housing extending from the North Wales Coast railway line up the hill to open space above. Much of the private housing is older terraced accommodation. There is a significant amount of private rented sector accommodation, including houses of multiple occupation.

Leisure, Culture and Recreation

There is a rich history associated with Shotton and the industrialisation of the nineteenth century and conversion of marshland to home a long standing, well-known steelworks. Running along the River Dee, and near to the former John Summers Steelworks site just outside Shotton, is the Wales Coastal Path, offering walking routes from Shotton, with scope to improve access and enhance this local asset.

The former Corus Social Club and grounds, which sits close to the Dee, Coastal path and Train Station, are now owned/occupied by Care and Repair North East Wales who have commenced transformation of the site, with a desire to further enhance the site for community benefit.

Deeside Leisure Centre in neighbouring Queensferry offers a vast array of leisure activities as well as housing the local library.

Employment

Across the River Dee from Shotton is Deeside Industrial Park (DIP), a large industrial estate housing many businesses and offering local employment opportunities. Shotton is not only in close proximity to the DIP for residents with employment there but also offers multiple public transport links for employees out of area to commute to work at the DIP.

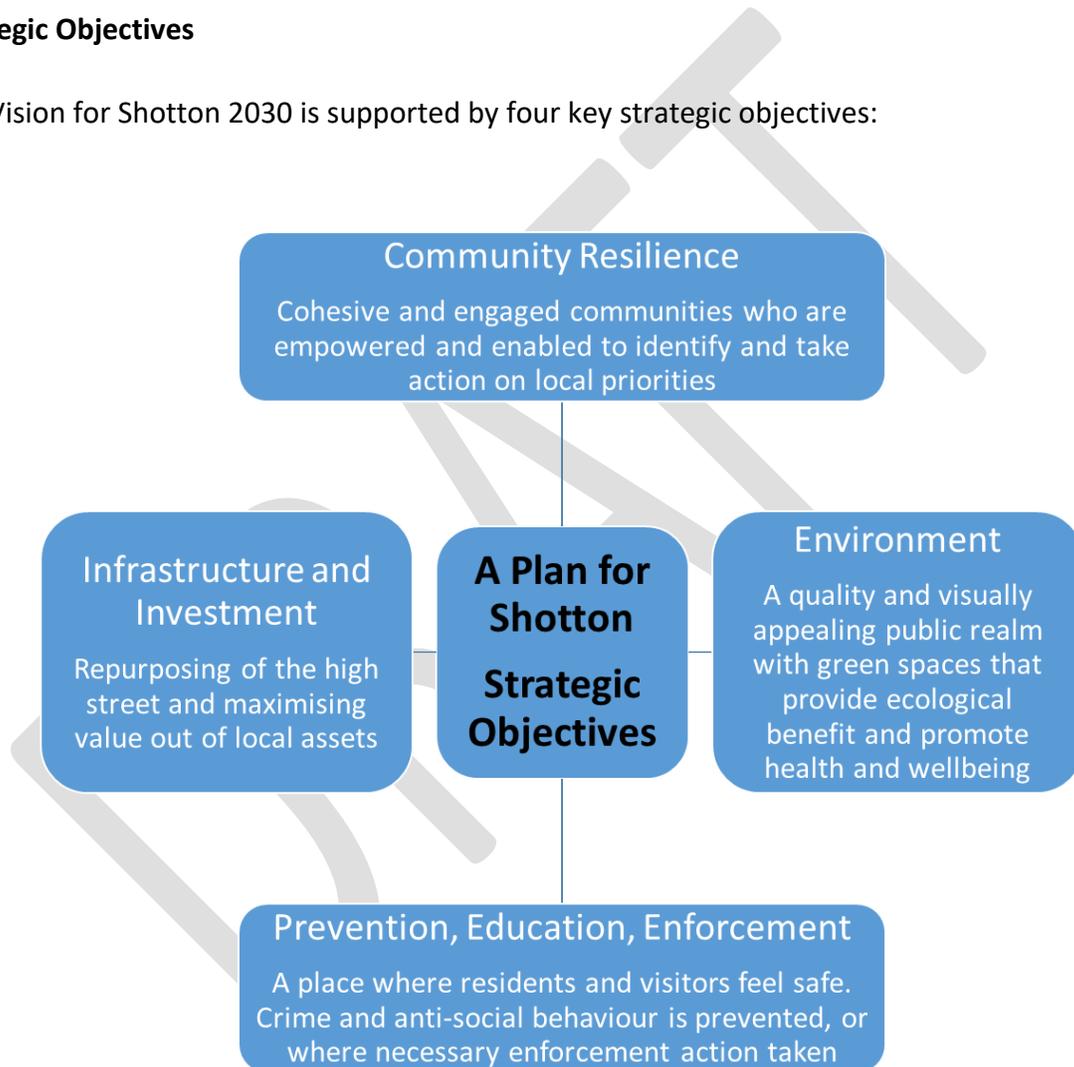
Section Three: Future Vision, Strategic Objectives and Priority Actions/Goals

The Vision

Shotton 2030: The place to work, live and visit with a thriving high street, clean neighbourhoods and safe and visually appealing public spaces.

Strategic Objectives

The Vision for Shotton 2030 is supported by four key strategic objectives:



Underpinning the strategic objectives for Shotton 2030 are a number of key priority actions and goals, which are aligned to the seven Wellbeing Goals for Wales. The Wellbeing Goals are enshrined in law under the Well-being of Future Generations (Wales) Act 2015 to improve the social, economic, environmental, and cultural well-being of Wales.³

Wellbeing Goal	A Plan for Shotton Priority Actions and Goals
Prosperous	Regeneration of the high street to create and maintain a thriving town centre that people want to visit and do business in. The high street will be vibrant and sustainable, with facilities and activities that meet local needs.
Resilient	Enhancing the local natural assets for community and ecological benefits.
Healthier	Active travel. Improved parking, traffic flow and transport links, including cycle paths.
Equal	An engaged and involved community, where all groups within the community are represented and considered. Promoting and enhancing the wellbeing of the local community with support for employment, skills development, recreation, access to green space, etc.
Cohesive	Tackling crime and anti-social behaviour, as informed by intelligence, with reassurance to boost public perceptions and feeling of safety.
Vibrant and Thriving	A quality, visually appealing public realm free of litter and with green spaces to promote health and wellbeing
Globally Responsible	Sustainable travel

Sustainable Development Principles - Ways of Working. Aims of A Plan for Shotton	
Long-term	The vision is long-term with actions to address current needs whilst future proofing work for future generations
Prevention	Investment opportunities are to bring the greatest possible benefits to residents
Integration	The identification of priorities and delivery of actions must be co-produced with key partners and stakeholders
Collaboration	A Plan for Shotton will act as the mechanism to bring together partner organisations and the community to identify and take action on local priorities
Involvement	A Plan for Shotton will seek to engage, empower and enable the local community to identify priority issues and take action to address them

³ Welsh Government (2019)

Section Four: Delivering Change

To deliver the vision, strategic objectives and underpinning goals for Shotton 2030 a number of projects and activities have been identified, with further work required initially to ensure full engagement of all relevant stakeholders and that outcomes and impact can be measured.

Initial Actions

Stakeholder mapping and analysis, to include community groups, resident groups, local businesses and other partner organisations, including from the third sector.

Project mapping to scope all confirmed and potential local projects to bring them under the banner of A Plan for Shotton. This will allow for oversight and coherence, resources to be pooled where appropriate, provide opportunities for value added and prevent potential duplication of effort.

Launch A Plan for Shotton and engage partner organisations to develop co-produced delivery plans, detailing action to achieve the strategic objectives of A Plan for Shotton.

Commence community consultation and engagement, ensuring the local community, businesses and residents have the ability to shape and influence the priorities and delivery plans.

Formalise baseline data to ensure outcomes and impact can be measured, this should clearly relate to the objectives and priorities/goals and emerging priorities identified through consultation feedback. Set Key Performance Indicators linked outcomes.

First 12 months

Objective	Action
Community Resilience	<ul style="list-style-type: none">• Trial a Community Resilience Engagement Toolkit.• Create a brand which is recognisable and meaningful to the community.• Wellbeing Hub identified in Shotton, with funding secured to bring into sustainable community use.• Service mapping and gap analysis exercise.
Environment	<ul style="list-style-type: none">• Plan based mapping of ad hoc land ownership.• Review parking provision, signage and enforcement.• Review standards for litter, gully emptying, response times, etc.• Review of street lighting, including infrastructure.• Waste Strategy review – including collection, alternative receptacles and increasing waste and recycling compliance.

Objective	Action
Infrastructure and Investment	<ul style="list-style-type: none"> • Road network improvements, to include bus lane improvements. <p>The Deeside Environmental Plan 2020, currently in advanced draft form, covers the traffic corridor that connects the towns and communities of Deeside. For Shotton the summary plan includes:</p> <ul style="list-style-type: none"> • Repurposing of the Town Centre with works to shop/premises frontage; • Identification of, and action as appropriate on, sites for development; • Enforcement action, i.e. to bring vacant premises/sites back into sustained usage; • Travel and transport improvements, such as reviewing cycle and walking paths between the coastal path and Town Centre, bus lane improvement and high street pedestrian and cycling schemes; and • Improvements to green infrastructure and biodiversity.
Prevention, Education, Enforcement	<ul style="list-style-type: none"> • New signage for Public Space Protection Order (PSPO). • Deployable CCTV Strategy to target local hotspot areas, as informed by intelligence. • High visibility prevention patrols by North Wales Police, with targeted engagement and enforcement activity as informed by intelligence.

Medium and Longer Term Projects

A Plan for Shotton is anticipated to grow and evolve, as informed by further consultation and engagement with key partners, stakeholders and the community. As such, medium and longer-term goals need to be fully identified, scoped, agreed and funded/resourced. However, early indications for medium to longer-term projects include the following.

Development of the former Corus Social Club, working with the current owners Care and Repair North East Wales, to maximise its benefits for the local community.

Redevelopment of Shotton station to facilitate passenger movements between the North Wales Coast main line and the Wrexham to Bidston line. Improvements will create a modern, secure and more attractive passenger environment and reinforce the station's role as an important transport hub within the North Wales Metro.

Development and implementation of a Community Wellness Model. The Model focuses on promoting community wellbeing recognising the broader wellbeing promoters, such as access to green space and recreational opportunities, pollution levels, the standard of homes people live in, etc. This will involve developing a community vision through listening to and engaging with the community, in part through the use of community storytellers.

References

Transport for Wales (2021) *Shotton*, available online: <https://tfwrail.wales/stations/shotton> [Accessed 13th May 2021]

Welsh Government (2019) *Wellbeing of Wales: 2019*, available online: <https://gov.wales/well-being-wales-2019> [Accessed 18th August 2021]

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Welsh Government (2020) *Summary statistics for North Wales region: 2020*, available online: <https://gov.wales/sites/default/files/statistics-and-research/2020-05/summary-statistics-north-wales-region-2020-806.pdf> [Accessed 12th May 2021]

Data available through the Open Government Licence:

<http://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/>