

Mae'r ddogfen hon ar gael yn Gymraeg  
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# SHOTTON PLACE MAKING PLAN



Wedi ei ariannu gan  
Llywodraeth y DU



Funded by  
UK Government

This document has been prepared on behalf of:

**Flintshire County Council**



This document has been prepared by:

**chris  
jones**



Project Number: 11186

Revision: 10

Issued: May 2025

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A stylized illustration of a clock tower in pink, partially obscured by a large, semi-transparent purple circle. The tower has a clock face with a star and hands. Surrounding the tower are several other circles in blue, yellow, green, orange, and teal. The text "01: PURPOSE" is written in white on the purple circle.

# **01: PURPOSE**



## WHAT IS THE PURPOSE OF THIS PLACEMAKING PLAN?

The purpose of this Place Making Plan is to set out the needs, vision, approach and opportunities framework that will help plan and deliver place-based activity and investment in Shotton. Whilst it has a focus on the town centre, the Plan also looks at the wider relationship with its neighbourhoods and residents and with nearby assets of the River Dee, local nature reserves and other key community and strategic assets. Shotton is one of seven towns across Flintshire that includes, Buckley, Connah's Quay, Flint, Holywell, Mold, Queensferry and Shotton.

Flintshire County Council is keen to pilot the production of the Place Making Plan for Shotton first. This pilot will then influence the approach to produce a further six Place Making Plans for towns across Flintshire. This Place Making Plan helps to draw out and identify local need, thereby providing evidence to strategic delivery organisations in aligning day to day services, in addition to leveraging in grant funding for future regeneration projects. It also sets out ways of working that bridges strategic-local partnering that helps foster joint project development, delivery and the longer term sustainability of a town such as Shotton.



A stylized illustration of a clock tower in pink, partially obscured by a large, semi-transparent purple circle. The tower has a clock face with hands and a small spire on top. Surrounding the tower are several other circles in various colors: a large light blue circle at the top left, a yellow circle at the top right, a green circle at the bottom left, an orange circle at the bottom center, and a small teal circle at the bottom right. The background is white.

## **02: WHY A PLAN?**



## WHAT IS PLACEMAKING?

Planning Policy Wales states that placemaking is: “a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area’s potential to create high quality development and public spaces that promote people’s prosperity, health, happiness and well-being in the widest sense.

Placemaking considers the context, function and relationships between a development site and its wider surroundings. This will be true for major developments creating new places as well as small developments created within a wider place.

Placemaking should not add additional cost to a development, but will require smart, multi-dimensional and innovative thinking to implement and should be considered at the earliest possible stage. Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions.”

The Design Commission for Wales Placemaking Guide 2020 talks about the need for a holistic approach that takes into consideration whole places rather than individual land uses or each development in isolation. The concept of placemaking has developed in response to ‘placelessness’ within the built environment whereby new development lacks

a distinct identity, character, sense of community or collective ownership. Placemaking has grown in importance as the links with health and wellbeing have been more explicitly explored and understood.

### How Does a Plan Support Good Placemaking?

Whilst a Placemaking Plan is not the sole solution to managing change and providing direction to a town like Shotton, it is important to frame long term aspirations and to also nourish relationships between the place, the people, and the activities. The goal here is to make the whole greater than the sum of its parts. A long-term strategy and plan also ensure practical issues have been considered and the design of the space is able to accommodate the likely range of end uses required. A Plan is also about creating a place and not just about design as its about creating and developing an experience that people feel welcome and comfortable in.

Long-term placemaking activities should be developed in consultation with the community as they are the local experts who can present valuable perspectives and insights about the area’s history, culture, function, or any other aspect that’s considered meaningful for the people.

### The Requirement

In May 2022, Welsh Government (WG) placed a requirement on Local Authorities across Wales to develop Place Making Plans in line with the Design

Commission for Wales’ 6 Place Making principles <https://dcfw.org/placemaking>.

Place Making Plans are expected to be deliverable and reviewed regularly and include a shared vision for each town centre through a thorough process of engaging and consulting a wide range of stakeholders resulting in:

- *An identification of issues that each place is experiencing including an exploration of broader issues such as transport, active travel, green infrastructure, housing, and health.*
- *An analysis the strengths, weaknesses, opportunities and threats of the town centre and its performance.*
- *Establishment of baseline data for town centre.*
- *Identification of a clear boundary identifying the core town centre as well as the periphery of the town.*
- *Alignment with other local and regional plans, strategies, and priorities.*
- *An understanding of issues such as level of retail provision and potential for refocussing a more concentrated offer/ repurposing town centre premises where appropriate.*



In response to WG's request for Place Making Plans, Flintshire County Council's Regeneration Team has developed and agreed an approach to co-ordinating the development of Place Making Plans for 7 towns across the County: Buckley, Connah's Quay, Flint, Holywell, Mold, Queensferry and Shotton. A schedule has been agreed with Flintshire County Council's (FCC's) Cabinet to undertake the work for the 7 Place Making Plans in 3 separate tranches, the first of which focusses on the towns of Buckley, Holywell and Shotton in 2023-24. Over the next 18-months, Place Making Plans will be developed for towns in tranche two of the work programme (towns of Connah's Quay and Queensferry) and tranche three (towns of Flint and Mold).

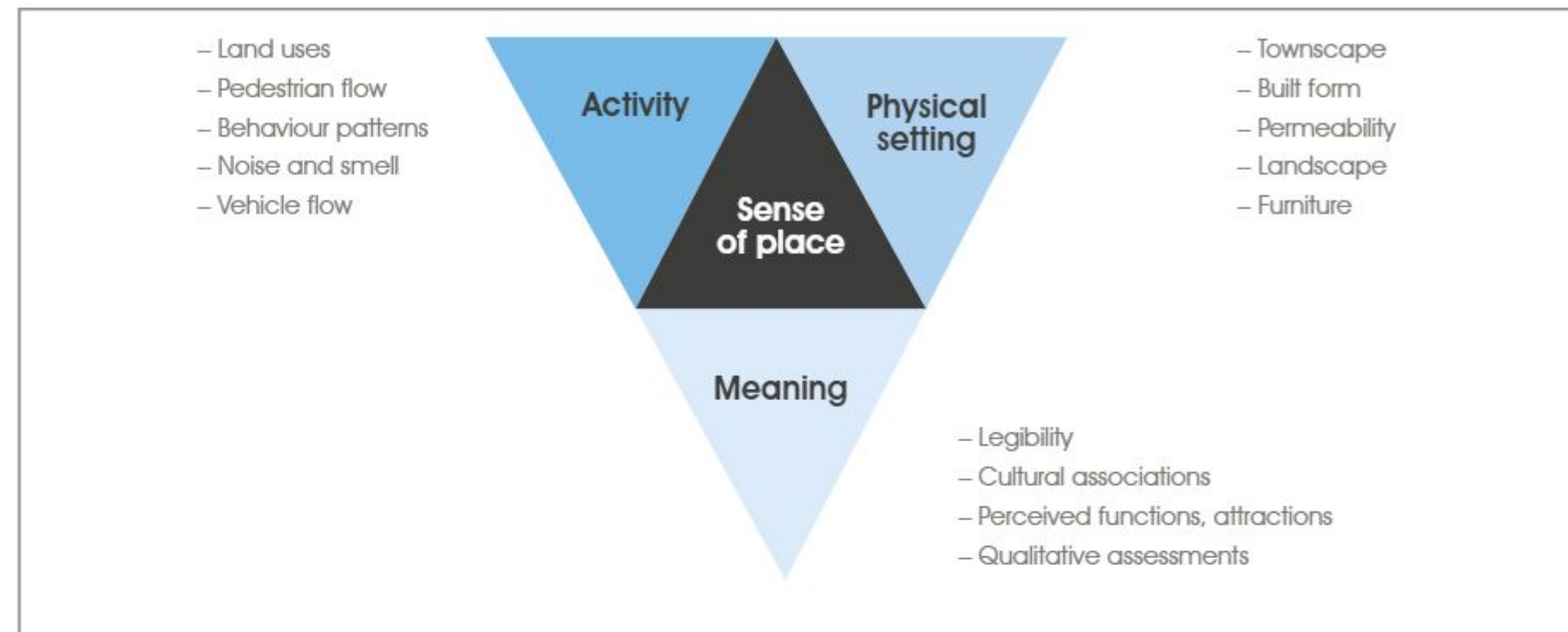


Image from DCFW

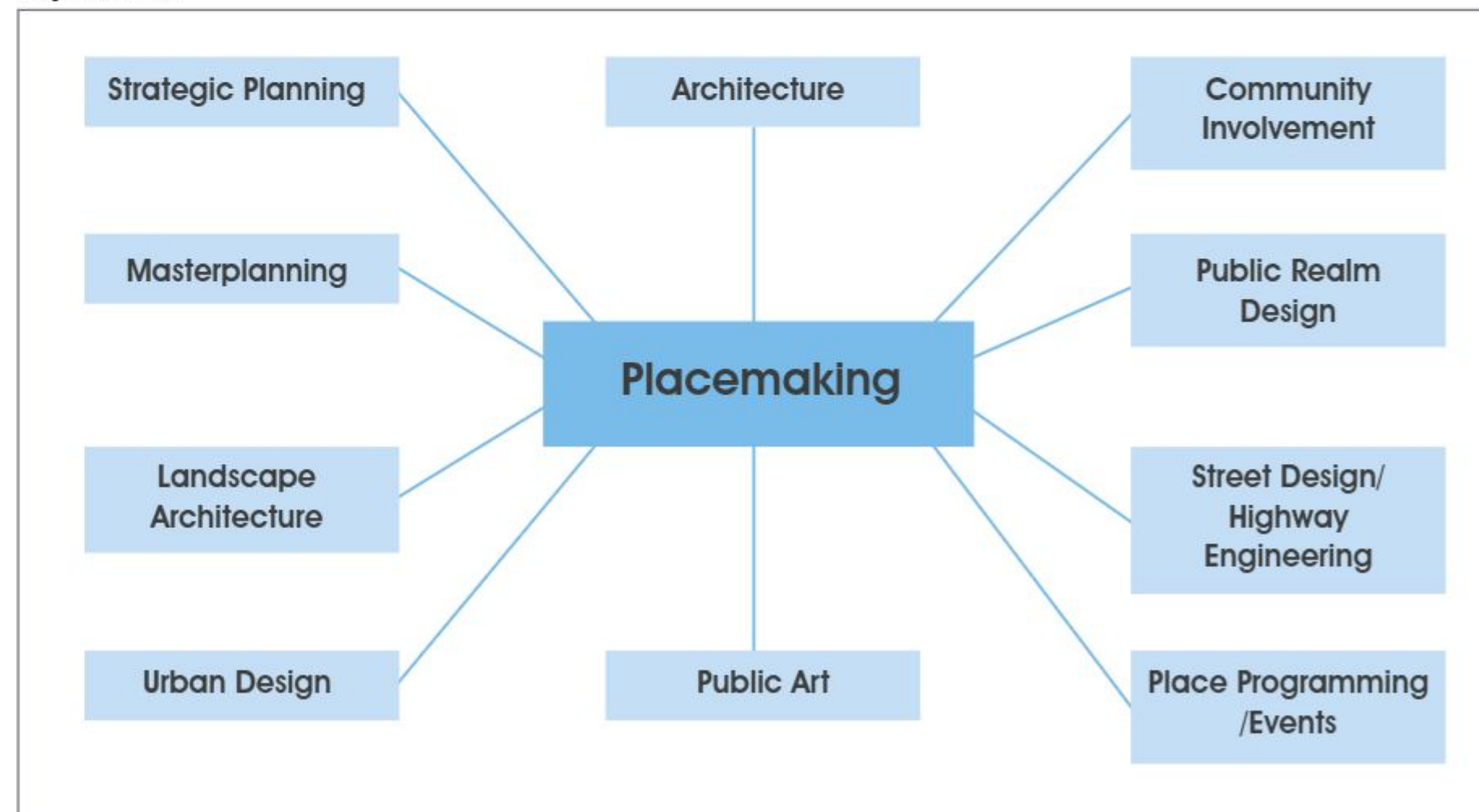


Image from DCFW



A stylized illustration of a clock tower in pink and purple, partially obscured by a large, semi-transparent purple circle. The circle contains the text '03: OUR PLACE MAKING PROGRESS' in white, bold, sans-serif font. Other colorful circles in blue, yellow, green, orange, and teal are scattered around the tower.

## **03: OUR PLACE MAKING PROGRESS**

## OUR PLACE MAKING PROCESS

Flintshire's Place Making Process has adopted an approach of investing in desk based work that has gathered information from a diversity of experts in commercial, property, environmental quality, socio-economic analysis and with specific input on green infrastructure.

The County Council with local partners has also led on stakeholder and community consultation, using a blend of face to face and digital engagement in order to ensure the right amount and cross-section of views is obtained.

This collective approach to its research into Shotton as a place has then been distilled into a Place Making Plan which has responded to the needs of the place, arriving at its SWOT analysis, key themes for consideration leading into a place specific vision, a set of aims and objectives and an opportunities framework. This framework provides the direction of travel for taking opportunities into actions going forward alongside strategic and local partners signing up to co-delivery and partnership working.



### Stage 1 - Gathering Information and Data

- Commercial Assessment
- Environmental Quality Assessment
- Socio-Economic Review
- Green Infrastructure Audit

### Stage 2 - Listening to Community and Stakeholder Views

- Public Consultation
- Stakeholder Consultation
- Research into Perceptions of Shotton

### Stage 3 - Shaping the Place Making Plan Vision, Priorities and Framework

- Policy and Strategy Review
- Place Analysis
- People Analysis
- SWOT and Themes
- Vision, Aims and Objectives
- Opportunities Framework
- Visualising Success
- Ways of Working

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# **04: UNDERSTANDING THE PLACE**



## SHOTTON- UNDERSTANDING THE PLACE

Shotton is located in Deeside, in north east Wales, close to the English border. It is situated along the River Dee close to the cities of Chester and Liverpool.

Deeside is a collection of towns and villages which traditionally housed the workers of the Steelworks and other Industrial areas. Shotton sits at the heart of these towns and villages, which include Connah's Quay to the west, Ewloe to the south, Sandycroft and Mancot to the East and Garden City to the north.

Shotton is a key hub for the area, with the main retail elements and train station. The A494 runs down the eastern edge of the town and links into the North Wales Expressway, M56 and M53. This results in easy access for residents to Liverpool, Chester and all of North Wales via the road and public transport network.

The B5129 is the main route through the town and serves as the town's High Street, commercial and leisure hub. The town maintains strong links to the River Dee to the north with the Wales Coastal Path and Chester Millennium Greenway key recreational routes in the area.





## THE HISTORY OF SHOTTON

*“Shotton owes its existence to the construction of the Hawarden Bridge across the River Dee in 1889 and the building of the John Summers Steelworks around the turn of the twentieth century. An Ordnance Survey map from 1874 shows Shotton to consist of only a few cottages, a girls’ school and the Eleanor Colliery on the road to Queensferry. As the steelworks grew this hamlet expanded to accommodate families moving from other parts of the country to take up employment. However, steelmaking ended in 1980 with the loss of 6,500 jobs. Shotton was greatly affected by this loss of heavy industry and has never fully recovered. Businesses have opened on the Deeside Industrial Park over the years, employing local residents. One such employer is the Airbus factory in Broughton.”*

Shotton as described in Understanding Welsh Places.



### Historical Development

Uncharacteristically to Wales, Shotton does not hold a Welsh language name and it's officially known as Shotton in English and Welsh. But the name first appeared in Old English as Cyllingas deriving from the Welsh word Celyn, meaning “holly”. Remnant connections to its origin can still be found in parts of Shotton. However the town centre and high street don't provide much, if any, of a connection to its historical roots in terms of etymological heritage.

While Shotton's history can be traced back to the Early Middle Ages, like many other north Welsh towns, Shotton came to prominence in the 18th century, alongside the Industrial Revolution, when coal mining as well as farmland on the nearby reclaimed marshlands developed in greater scale. A historical map from 1909 shows the recognisable urban structure of the town and its main High Street which remains to this date.

Shotton's strategic location also meant it became a station junction, connecting two lines – North Wales Coast and Borderlands and although the area gained its railway in 1848, the station itself wasn't built until 1891. The station connecting these two lines remains in service today as a passenger station and serves conveniently key towns and cities in both England and Wales.



## THE HISTORY OF SHOTTON

Shotton, together with its neighbouring Connah's Quay have a very rich history steeped in the development of the industrial revolution. In Connah's Quay the local library holds a "Flintshire connect heritage exhibition" of the local area and its history where it's possible to learn about the development of the coal and steel industry that in 1945 employed 30% of the local working men, and how this was a key reason for the growth of Shotton (and Connah's Quay). The historical map of around 1909 shows such development. Prior to this (even as close as 1985), before the first industries were built, the area was sparsely populated

Outside of this heritage centre in the library there is very little evidence of such rich history and development in the town centre. The high street urban fabric still dates to its 19th and early 20th century development but it has become fragmented and holds a number of infill blocks over the following decades that seemed to have been added ad-hoc.

Shotton does hold a number of listed buildings - desktop research counts them at eight, with one

Grade II listed building on the High Street: The Clyde public house still functioning as a pub. While not listed, another building of note on the High Street is The Central Hotel, now a JD Wetherspoon pub - the building's exterior and facade are in much better condition than The Clyde. The Central Hotel has stood next to Shotton station since ca. 1920 and offers a glimpse into the historical past of the town.



Not on the High Street but within the Town Centre and District Centre boundaries the following listed buildings can also be found:

- The Former Police Station (Grade II listed), just north of the High Street on Salisbury Street
- Shotton Infant School - as well as its boundary walls and fences - (Grade II listed) found to the south of the High Street, on Mostyn Street



## POLICY LANDSCAPE AND SETTING

## NATIONAL

Well-being of Future Generations Act  
Planning Policy Wales  
Wales Transport Strategy  
Active Travel Wales  
Future Wales – the National Plan 2040  
Placemaking Guide 2020  
Town Centres Position Statement 2023

## REGIONAL

North Wales Economic Ambition Board  
Growth Vision  
North Wales Regeneration Plan 2018–2035  
People Strategy and Plan Stronger Together  
BCUHB  
Actif North Wales 10 Year Strategy 2023–  
2033

## LOCAL

Council Plan 2022–23  
Well Being Plan 2022–23  
Climate Change Strategy 2022–30  
Supporting Nature in Flintshire  
Flintshire Housing Strategy and Action Plan  
2019–24  
Flintshire Local Development Plan 2015–2030



The policy setting for a place such as Shotton is important as it shows the relationships to national, regional and local agendas, providing strategic direction and alignment. It also shows the strategic opportunities and limitations to a place and its development.

## NATIONAL

### *Well-being of Future Generations Act*

The Well-being of Future Generations Act places a duty on public bodies to carry out sustainable development.

This is not a new concept for the planning system as the principles of sustainable development have been at the heart of planning policy since Planning Policy Wales (PPW) was first published in 2002. However, the concept has been expanded under the Well-being Act and it requires an improvement in the delivery of all four aspects of well-being: social, economic, environmental and cultural.

The Well-being Act has established seven well-being goals, which are intended to shape the work of all public bodies in Wales.

In order to demonstrate that appropriate consideration has been given to the Well-being goals and sustainable development principle in the decision making process, public bodies are required

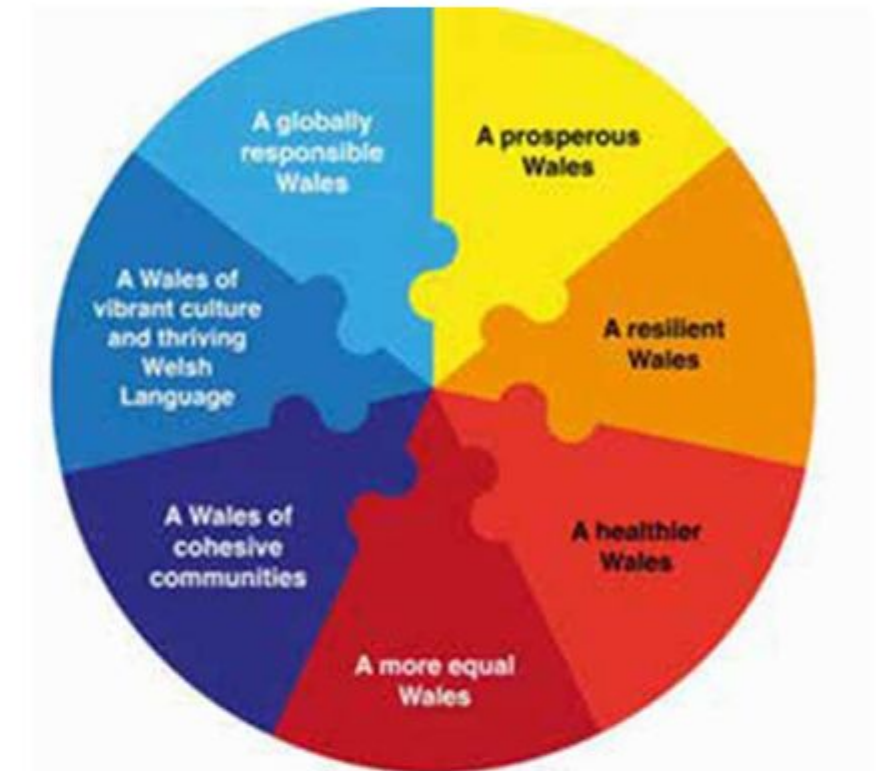
to have regard to the 'five ways of working' contained in the Well-being Act. These require consideration of involvement; collaboration; integration; prevention; and long term factors.

### *Planning Policy Wales 2018*

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government. Within the document it sets out to define "Placemaking" as a holistic approach to the planning and design of development and spaces, focused on positive outcomes, which draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness, and well-being in the widest sense.

In the context of this Place Making, PPW see placemaking as considering the context, function and relationships between a development site and its wider surroundings. Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions.

The use of masterplans, development briefs or place making plans can complement strategies by providing additional detail and supporting the implementation of development plan policies. In developing strategies, plans and policies to revitalise



and increase the attractiveness of existing retail and commercial centres, planning authorities should consult the private sector and local communities.

### *Wales Transport Strategy*

The Wales Transport Strategy provides the framework for transport related activities and sets out the strategic priorities of a safe, integrated, sustainable, efficient and economic transport system serving Wales. It provides the context for the Welsh Government's aim to reduce the need to travel, particularly by private car, and supports a



modal shift to walking, cycling and public transport. This is reflected in Planning Policy Wales and Future Wales, which put placemaking at the heart of the planning system. This modal shift is supported by the sustainable transport hierarchy, which prioritises walking, cycling and public transport.

The current Wales Transport Strategy, One Wales: Connecting the Nation, was published in 2008. Since then, the Active Travel (Wales) Act 2013 has been introduced, which is increasingly influential in the way we integrate active travel with new development. This is essential to enable people to walk and cycle as part of their everyday activities. Metro schemes are also being developed in the Southeast, Southwest and the North, which are being driven by significant investment from the Welsh Government and its delivery partners.

### **Active Travel (Wales) Act 2013**

Walking and Cycling has gained support when the Welsh Assembly passed the Active Travel (Wales) Act, that received royal assent in November 2013. The Act places a number of duties on the local authorities to continuously improve new and existing facilities and routes for walkers and cyclists and to prepare maps identifying current and potential future routes for their use. The Act also requires new road schemes to consider the needs of pedestrians and cyclists at

planning and design stages. The active travel network should be designed or enhanced to meet a set of best practice standards. The Welsh Government has published guidance:

- The Active Travel (Wales) Act 2013 – Design Guidance;
- Statutory Guidance for the Delivery of the Active Travel (Wales) Act 2013;
- The Active Travel Action Plan.

### **Future Wales – the National Plan 2040**

Future Wales – the National Plan 2040 is the national development framework, setting the direction for development in Wales to 2040. It is a development plan with a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience

### **Placemaking Guide 2020 – Design Commission for Wales (DCFW)**

The DCFW guide is aimed at everyone involved in creating successful places including the local community, urban designers, planners, architects, landscape architects, developers, transport planners, highway engineers and ecologists amongst others. All professions and all individuals involved in planning, designing, developing or managing places need to work together at all stages towards a common placemaking agenda. It is recognised that the nature of places varies across Wales, that rural hamlets are different to town centres and that a woodland can be as much as place as an urban square. The focus of this guide is on settlements at all scales and locations undergoing change or new development.

Areas that place-making needs to consider are:

### **People and community**

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.



### Location

Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.

### Movement

Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network, and public transport stations and stops are positively integrated.

### Mix of uses

Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

### Public realm

Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity.

They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

### Identity

The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.

### *Town centres: position statement, May 2023, Welsh Government*

In May 2023, Welsh Government set out the challenges faced by town centres and how they will help to reinvigorate them.

The statement opens by saying that town centres face complex challenges which are sometimes unique to specific places. However, most of the issues faced by struggling towns in Wales can be defined by the combination of the declining town centre and post-1980 out of town development. We need to recognise the complexity of these problems and work together in all sectors across the country to reinvigorate our town centres. This statement sets out the challenges faced by towns as well as the

actions the Welsh Government will take to set the foundations for change and enable local delivery to develop our town centres as locations for a range of services, economic enterprise, employment and to be connected communities.

The challenges faced by town centres are identified as:

- Movement of services from town centres to out of town
- Business model issues
- Out of town locations reinforced by private car dependency
- Climate and nature emergencies
- Local capacity to deliver



The position statement outlined some Welsh Government Actions.

### Town centre first policies

The withdrawal of public sector organisations and businesses has contributed to the decline of town centres. The strategic location or relocation of these anchor institutions into town centres will generate increased footfall and consumer spend to support a resilient retail sector as well as creating demand for other services. This will make towns more attractive to inward investment as well as to existing and new businesses.

### Policies for out of town and their connectivity to town centres

The basic aim of any policy related to out of town development must be to encourage financial advantage and development opportunities towards the town centre, or to ensure out of town developments are socially and spatially connected to town centres. However, this cannot mean the large-scale demolition or redevelopment of out of town developments which is neither desirable nor environmentally responsible.

### Joined up delivery

As well as the challenges set out above, each town will also be facing other specific issues and opportunities, and an understanding of local context is crucial to determining what type of investment is likely to be most effective in supporting a town's success. The basics for most towns will be similar – such as a decent bus service, a diverse offer of services, good digital connectivity – but how to deliver and prioritise them will differ. There is no straightforward prescription, or one size fits all model. An approach that allows each town to find local solutions that maximise the use of local initiative and knowledge is therefore imperative.

### REGIONAL

#### *North Wales Economic Ambition Board (Growth Vision & Development Bid)*

The North Wales EAB developed a Growth Vision for the economy of North Wales in 2016 that aims to:

- Improve the economic, social, environmental and cultural well-being.
- Support and retain young people in the region's communities.
- Address worklessness and inactivity across the region.
- Support and enable private sector investment in the region to boost economic productivity and to improve economic and employment performance.

These will be delivered through specific plans relating to infrastructure, skills and employment and supporting business growth. The North Wales Growth Vision will create thousands of jobs, boost the economy, improve transport and digital communication links, focus on renewable energy, support tourism and more. In broad terms, the vision is to grow the value of the economy by 2.8% per annum to £20 billion and to create over 120,000 new job opportunities. The Bid consists of a series of projects under eight programmes and key projects



in Flintshire include supporting strategic employment sites at Warren Hall, Broughton and Northern Gateway, Deeside and delivering an Advance Manufacturing Centre.

### **North Wales Regeneration Plan 2018-2035**

This Strategy sets out a shared vision and objectives for cohesive public sector regeneration investment and activity in North Wales until 2035. The shared vision statement is set out below.

The strategy provides guidance on how available funding should be prioritised, and helps to align the regeneration process with other initiatives to support economic growth, including the North Wales Growth Deal. It also aims to ensure that economic opportunities are available to as many people and communities as possible across the region.

*"By 2035 North Wales will experience reduced inequality, increased employment, modernised town centres, an improved housing offer, a stronger visitor economy, a resilient rural economy, and improved health for local people."*

### **Objectives**

The North Wales Regeneration Strategy seeks to:

- Reduce inequality – by helping more people to share the benefits of future growth, with a particular focus on supporting those with the lowest household incomes to access opportunities.
- Increase employment – creating opportunities for employment through regeneration projects.
- Modernise town centres – by building on their role as centres for local economic opportunity, service provision and social inclusion. Recognising their role in the foundation economy and helping them to adapt to economic change.
- Develop the rural economy – helping to create sustainable rural communities through access to economic opportunities and access to services.
- Improve the housing offer – by ensuring that development takes place where there is demand, providing good quality housing options for existing residents, young people and for people locating to the area.
- Strengthen the visitor economy – through building on the tourism offer and strengths that exist in the region including the adventure and heritage tourism markets as well as providing an attractive location for major events at regionally important

venues such as Parc Eirias and Wrexham Racecourse. By encouraging more visitors to north Wales and providing modern town centres, we will increase visitor footfall to our towns and spend within the local economy.

- Improve the health of local people – by creating places that promote physical activity, by providing quality environments and green space and by tackling poverty in our most excluded communities.



### Shotton Focus

In Deeside there are significant pockets of deprivation in Shotton and Connah's Quay. The Deeside Plan, developed in early 2017 sets out the priorities for economic development in Deeside:

1. Economic growth
2. Transport
3. Housing
4. Skills and employment
5. Environment

Delivery against these will come from a mixture of strategic interventions from the North Wales Growth Deal as well as more localised regeneration projects including:

- Continuation of the housing renewal area programme to improve the housing stock.
- Housing development including social and affordable rent housing.

- Improvements to the local transport infrastructure to improve access to employment and services.
- Town Centre property interventions to reduce the retail footprint and generate new activity.
- Opening up access to the river Dee.
- Improvement to the street environment.

### People Strategy & Plan Stronger Together, Betsi Cadwaladr University Health Board.

The Health Board's vision is to create a healthier North Wales, with opportunities for everyone to realise their full potential. This means that, over time, the people of North Wales should experience a better quality and length of life.

This vision is informed and shaped by the Welsh Government (WG) plan "A Healthier Wales", our own strategic overview document "Living Healthier, Staying Well", and our evolving Clinical Services Strategy, in North Wales.

The Integrated Medium Term Plan (IMTP) lays out how we will do this by prioritising key areas of development that we will deliver with the resources available to us. The majority of the Health Board's focus for 2022/23 is upon:

- Returning to full core business, including addressing the pandemic-related backlog of work,
- Consolidating developmental work that has already been begun but not yet finished, including work to deliver against the WG Targeted Intervention framework.

### **Actif North Wales, 10 Year Strategy – 2023–2033**

Actif North Wales is the first regional physical activity and sports partnership to go live in Wales. We are made up of a wide range of organisations that have joined together to agree to work differently to achieve a shared purpose of more active communities in North Wales.

It strongly supports a whole systems approach to achieving a more active North Wales, building on the region's reputation for working collaboratively across sectors to deliver whole systems change.

This means working with communities and stakeholders to understand the challenge and to identify and test solutions working across sector, organisational and place boundaries to achieve long lasting improvements to health and wellbeing.

Its Vision is "Everyone In North Wales Being More Active, Leading Healthier And Happier Lives". Its Mission is "Everyone In North Wales Has Access To Safe Spaces And Places And Diverse Opportunities To Be Active Every Day".

Its framework for action is centred on four priority areas:

- Active People
- Active Environments
- Active Societies
- Active Systems

### **LOCAL**

#### ***Council Plan, 2022–23, Flintshire County Council***

The priorities for Flintshire as a County are set by the Council and its local public sector partners. We work together as a Public Services Board (PSB) combining its resources for the benefit of Flintshire. Working to the principles of the Well-being of Future Generations (Wales) Act 2015, the Council works collaboratively with local public sector partners as a Public Services Board. The Flintshire Public Services Board is at the heart of promoting a positive culture of working together, setting shared priorities and combining resources for the benefit of Flintshire, with an overall aim of improving local well-being.

The Plan sets out the Council's priorities under six themes:

- Poverty
- Affordable and Accessible Housing
- Green Society and Environment
- Economy
- Personal and Community Well-being
- Education and Skills



A Placemaking approach will cover many of the Council's themes outlined above, but a major area of focus for places like Shotton will be centred on the economy. Within this theme, the Council wishes to regenerate and re-invent its town centres, with its achievements to be measured by:

- Monitoring the health and vitality of town centres to support effective management and business investment decisions – by March 2023
- Encouraging and support investment in town centre properties especially to facilitate more sustainable uses – by March 2023
- There is also a link to Affordable and Accessible Housing
- Improving the environment in town centres – by March 2023
- Supporting the growth of community enterprises in town centre locations – by March 2023

### *Flintshire and Wrexham Well-being Plan 2022-23*

The Public Services Board is where public sector organisations across Flintshire and Wrexham come together. It is working with our communities to change how we do things, to make sure we will be able to face the challenges ahead such as the climate and nature emergency, and how we ensure good mental health and wellbeing for all.

The main thematic and outcome area for the Well-being Plan is "Our Communities" which is focussed on mobilising everyone's skills and talents to tackle climate change and the nature emergency and build a strong, fair sustainable local economy. The Plan states that it must seize the opportunity to build a sustainable local economy, working across our region and across the border to grow local business, improve biodiversity and focus on developing green skills and infrastructure. This will help to mitigate the effects of climate change, adapt our communities to the impacts of a changing climate and support improved well-being outcomes.

It also identifies green skills as being a significant proportion of the future jobs market and so we need to provide the opportunity for everyone in our communities to get involved with the huge and varied opportunities in this sector. Active travel is also seen as being key to accessing a good range

and quantity of well-paid, stable employment opportunities available, with the PSB promoting the idea of the 20 minute neighbourhood where jobs, facilities and shops are easier to reach without sitting in congestion.

### *Climate Change Strategy, 2022-2030, Flintshire County Council*

The Council supports the declarations made by Welsh Government for the Public Sector to become carbon neutral by 2030, and in Dec 2019 the Cabinet Members approved a motion to develop a clear Climate Change strategy which will set key aims and actions for creating a carbon neutral organisation. The Council was responsible for greenhouse gas emissions of 46,434 tCO<sub>2</sub>e in 2018/2019 from the services it delivers, the buildings it operates and the goods/services it purchases. There are a number of actions the Council can take to reduce its organisational greenhouse gas emissions and this document sets out the Council's first step goals and actions to become a net zero carbon organisation.

The theme objectives centre around buildings, mobility and transport, procurement, land use and behaviour. The actions identified within each of these themes have had input from Members, the public, and Council employees in order to deliver a pathway that is both ambitious and achievable with the right investment, resource, collaboration and leadership.



### **Supporting Nature in Flintshire – Our plan to maintain and enhance biodiversity under the Environment (Wales) Act 2016**

Supporting Nature in Flintshire is Flintshire's second plan for maintaining and enhancing biodiversity in Flintshire. The Council made good progress in 67% of the target areas under its 2016–2019 plan and are progressing our work in 2020 in a stronger position having continued to secure a number of grants for action for nature and to increase our Biodiversity Officer position to full time. Flintshire have been instrumental in ensuring the continuation of the Regional Nature Partnership (Bionet) which will be an essential tool in the development of a Local Nature Recovery Action Plan, in implementing targets from the National Nature Recovery Action plan, priorities from the Area Statements and wellbeing objectives.

The plan discusses grassland and common land, woodland and trees and also the importance of rural and green infrastructure which forms part of place making plans.

### **Flintshire Housing Strategy & Action Plan, 2019–2024**

The Council has identified three strategic priorities for the next 5 years, which they believe will provide the right framework for delivering homes, supporting people and promoting sustainability of place. These are:

- **Priority 1:** Increase supply to provide the right type of homes in the right location;
- **Priority 2:** Provide support to ensure people live and remain in the right type of home; and
- **Priority 3:** Improve the quality and sustainability of our homes.

The Housing Strategy priorities align with those set out in our Regional Homelessness Strategy and the Local Action Plan, as well as the Regional and Local Commissioning Plans for Supporting People. These priorities include:

- The prevention of homelessness;
- That suitable accommodation is and will be available for people who are, or may become homeless;
- That satisfactory support is available for people who are, or may become homeless.

The vision for the Housing Strategy is:

*“To work in partnership with key stakeholders to inform and deliver the right type of quality housing and the most appropriate support to meet the housing needs of our population.”*



### Flintshire Local Development Plan 2015 – 2030

The LDP follows on from the adopted Unitary Development Plan (2000–2015) and covers the period 2015 to 2030. The Council has prepared its adopted LDP in accordance with national Planning Policy and guidance. The plan provides a clear land use planning framework to address issues and opportunities facing Flintshire, aiming to provide certainty for its communities and a sound and consistent basis for making planning decisions.

The aim of the plan is to enable the delivery of sustainable development in a manner that balances all of the Well-Being requirements in a sensible and proportionate way, to allow the right development to occur in the right places.

The plan's policies (strategic and detailed) and proposals are organised within a themed approach comprising the following:

- Creating Sustainable Places and Communities
- Supporting a Prosperous Economy
- Meeting Housing Needs
- Valuing the Environment

LDP's Vision is "The LDP is about people and places. It seeks to achieve a sustainable and lasting balance between the economic, social, and environmental

needs of Flintshire and its residents, through realising its unique position as a regional gateway and area for economic investment, whilst protecting its strong historic cultural heritage and natural environment".

The LDP Objectives are defined as follows:

- Enhancing Community Life
- Delivering Growth and Prosperity
- Safeguarding the Environment

The LDP sets out a series of sustainable policies which the Place Making Plan needs to respond to. These are:

- Creating Sustainable Places and Communities
- Supporting a Prosperous Economy
- Meeting Housing Needs
- Valuing the Environment

The creation of sustainable places is an important principle that underpins the strategy of the LDP. Sustainable places are created from a balance of environmentally friendly, economically vibrant, and socially inclusive characteristics, that aim to benefit not only current inhabitants but also future generations.

The aim of such places is that they:

- Meet the needs of all members of their community;
- Provide access to opportunities;
- Make available services, infrastructure, and support;
- Provide a range of quality, affordable housing;
- Are resilient and adaptable to change;
- Comprise high quality development and spaces;
- Are distinctive and have a sense of place;
- Are attractive, sociable, accessible, active, secure, welcoming, healthy and friendly;
- Have considered global through to local issues and considerations;
- Consider the context, function and relationships between a development site and its wider surroundings.

## COMMUNITY AND ECONOMIC PROFILE



7500 people live in the Shotton Community.



Larger proportion of people aged 0-19 (23.7%) and in the 20-34 age bracket (20%) compared to Wales yet lower proportion of those aged 65+ (17.1%).



96% of the residents of Shotton identify as 'White' which demonstrates a higher proportion than Wales with 93.8% of individuals identifying as 'White'.



Residents are significantly less fluent in Reading, Speaking and Writing Welsh (7.1%, 7.5% and 6% of residents who can read, speak, and write respectively) than the general Welsh population of those who can (17.3%, 17.8%, and 15.2%).



The high street is disproportionately affected by anti-social behaviour (28 incidents) compared to the national average of (20). Shoplifting and violent and sexual crimes are also significantly prevalent at 48 incidents compared to the national average of 40 crimes. When compared to Buckley, Shotton has had significantly more criminal incidents to have taken place over the last 12 months.



Proportion of household homeownership in Shotton (53.8%) is considerably lower than that of Wales (66.1%); highest proportion of households living in socially rented accommodation (26.7%) compared to Wales (16.5%).



Greater proportion of 1 and 3 bedroom homes, but over half the Welsh average for 4 or more bedroom homes.



41.1% of people rate their health as very good compared to 46.2% of Welsh people with 2.2% rating their health as very bad compared to 1.7% of the Welsh population.



The proportion of households without a car in Shotton (27.7%) is significantly higher than in Wales (19.4%); most common form of travel to work in Shotton is by car and van (57.5%) with Shotton demonstrating the highest proportion of individuals travelling to work via bicycle (5.2%) compared to Wales (1.1%).



56% of people travel less than 10km to work compared to 36% of the Welsh population whilst only 12% work from home compared to 26% of the Welsh population.



## COMMUNITY AND ECONOMIC PROFILE



The statistics demonstrate that the number of residents in Shotton at senior levels or in professional occupations is significantly lower than that in Wales and, England and Wales. Just 6.7% of the Shotton population have described themselves as Managers, directors and senior officials compared to Wales (18.2%).



A significant proportion of the working population in Shotton (17.3%) account for process, plant and machine operative roles compared to 7.9% in Wales.



The proportion of the economically active (excl students) of Shotton (50.8%) appears to be lower than that of Wales (54.4%). The economically inactive of Shotton account for 40% of the population which is lower than Wales at 43.5%.



Shotton has a higher proportion of individuals unemployed (5%) compared to Wales (4.6%), and England and Wales (4.9%). The proportion of Shotton's residents economically inactive (18%) due to long-term sickness or disability is significantly higher when compared to Wales (13.6%).



Shotton demonstrates the highest levels of individuals 16+ with no qualifications (28%) compared to Wales (19.9%). 15% of the residents above 16 in Shotton had Level 2 qualifications as their highest level of attainment compared to 14.4% in Wales. Shotton demonstrated the highest levels of apprenticeships as their highest level of attainment (8%) compared to Wales (5.6%). Shotton has a significantly lower proportion of residents with level 4 qualifications or above (19%) compared to Wales (31.5%). This may be attributed to limited access to further and higher educational facilities in Flintshire.

## COMMERCIAL OFFERING AND VACANCIES

The High Street is located on the main B5129, which – together with its proximity to the Shotton train station, provides easy road access by local and nearby residents. This plays an important part in the health of the High Street, which has a wider catchment area and therefore acts as a key District Centre for a larger population than Shotton alone.

The High Street within the Town Centre Boundary is compact and walkable from one to the other in less than 450m. It appears in good health (meaning it's well used and appears vibrant) with most shop units occupied, offering a good mix of retailers, shop types and businesses with representation of some national retailers, Iceland, Boots Pharmacy, JD Wetherspoon, HSBC bank, as well as local independent shops.

The High Street offers a variety as well, of A1, A2 and A3 businesses – some cafes along it, together with few pubs and takeaways.

Vacancy is low. During the visit to the High Street, only ten units were noted to be vacant. A number of them had To Let signs, others had remnants of previous businesses but had evidently closed down. There were other units that seemed to have been recently opened as new businesses, possibly informing that vacant units are rented again fairly quickly.

### Commercial Opening Hours

The positioning on the main arterial road leads to Shotton acting as a local District Centre for a wide number of settlements and this is reflected in the number and variety of shops and services, including three national banks still present on the High Street – something that is becoming quite of a rarity especially for towns of the size of Shotton (towns that have less than 10,000 residents).

The daytime shops have an average opening time of 9am, closing time varies greatly throughout the afternoon with the independent butchers and bakers being the first to close early afternoon. The local independent shops appear to be very in tune with the behaviours of their customer base in terms of both the opening hours and the services on offer.

The evening economy is mainly focussed around the pub and takeaway market with closing times varying from 11pm in the week to 1am at the weekends.

There are some smaller branches of national brands such as Iceland and B&M on the high street, however, most larger stores can be found on Deeside Retail Park only half a mile away which offers longer opening hours.

### Rateable Values

We have compared the base rates adopted in Shotton to neighbouring competitive locations, where occupiers are likely to consider and compare when looking to operate a business in the area. The base rates applied across the three locations are fairly consistent, with Mold having the highest range considering its stronger market dynamics. The comparable evidence identified highlights that a significant level of stock fall below the £12,000 threshold where occupiers benefit from small business rates relief and therefore, spaces become a lot more affordable and accessible.

Retail/SF ITZA	Offices/SF	
Buckley	£17-£19	£5.5-£9
Shotton	£13-£18	£5.5-£8
Holywell	£15-£18	£5.5-£8
Mold	£17-£28	£6-£10
Flint	£15-£18	£5.5-£8



### ***Business Rentals and Comparable***

Shotton has had very few lets in recent years, as such the majority of evidence is focused around the surrounding markets of Deeside, Connah's Quay and Garden City. When dissected, retail transactions showed a tight range of between £11-13/SF on a flat rate basis, however due to the limited evidence base these rates may be skewed by the more active location of Deeside.

Retail lettings when considered on an In Terms of Zone A (ITZA) basis show a range of £17-£25/SF, these rents are being achieved on local retail locations and the main High Street, which demanded rates of £20-25/SF, which is comparable to Buckley and Holywell.

The retail assessment is supported by the rateable value assessments across Shotton, Buckley, Holywell and Flint all suggesting very similar base rates being adopted across these locations, highlighting that these smaller local retail markets are all broadly performing in line with one another.

A limited number of National operators such as B&M, The Range, KFC and Lidl can be found at the Deeside Retail Park.

The Shotton office market is very small and limited to localised weak demand, as such the majority of stock is above converted retail units or on the upper floors

of such buildings, with very little purpose built stock. As such, the office stock tends to be smaller and dated with little appeal to larger operators. A large scale purpose built business park at Ewloe provides easily accessible office accommodation for the area.

### ***Commercial Yields And Comparisons***

Commercial yields in Shotton sit at between 8% and 11%; for the majority of general investment stock, with 8% reflecting more secure investments and the 10%, reflecting more historic buildings and with less favourable covenants and lease terms.

Yields appear to be broadly consistent across both office and retail sectors, with investors making allowances for tenant covenant, lease terms at sale and general investment risk.

Yields in neighbouring towns and across the wider Flintshire market appear to reflect a similar outlook where poorer stock is achieving around 10%, and stronger lower risk investments as low as 8%.

With the exception of the Deeside Retail Park sale, Investor demand for Shotton is from local/regional investors, as oppose to national and global investment funds. Large investment funds tend to focus their concentration around central business districts where markets are more tested. Cheshire is the nearest market likely to attract this type of inward investment.

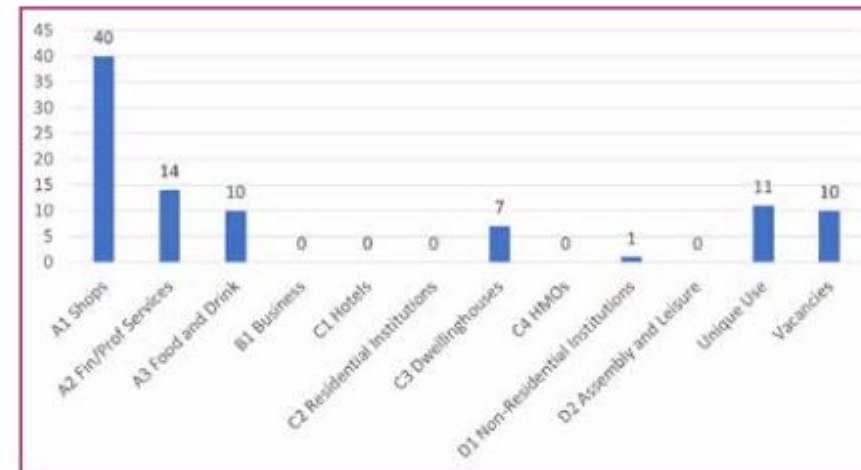


### Mix of Uses and Activities

The charts alongside show the mix of uses and activities within the Town Centre boundary. Figure 16 illustrates to us the strong service nature of the High Street which represents health and beauty, estates agents, banks, other professional services and takeaway outlets. The convenience sector is represented by an Iceland, a butcher (now closed) and some smaller convenience stores. Comparison shopping only represents a fifth of the whole town centre with B&M, Savers and smaller independent shops.

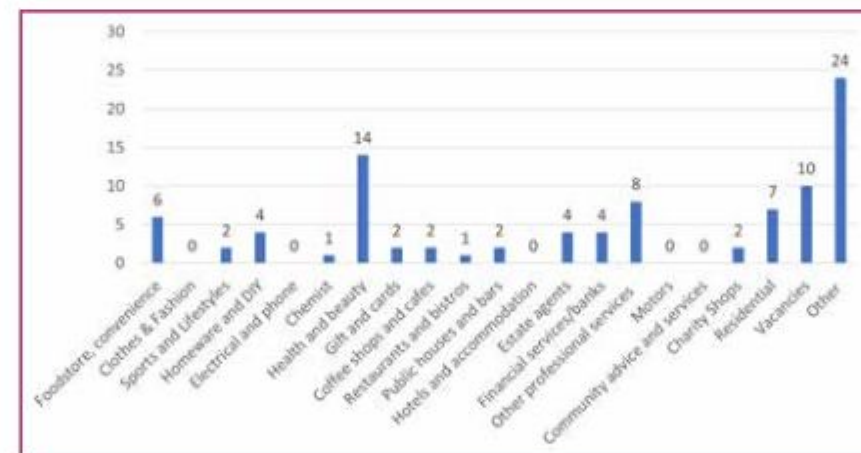
Further analysis in Figure 15 shows us that fourteen of the town centre uses are health and beauty which includes hairdressers, nail parlours, massage which represents 14% of the whole town centre offer. There are notable gaps in clothes and fashion, and electrical which is sadly consistent for a town centre of this size due to these products being located on retail parks or in larger competing towns. Food and drink are predominantly take away due to the through route nature of the town, with its two pubs having a strong physical presence on the High Street. Two cafes are in operation, but the town lacks a small bistro/café that opens into the evening time. The pattern of uses does relate to the immediate environmental quality of the town centre that is primarily due to the volume of traffic journeying along the B5129 road, and the associated impacts on opportunities to dwell and engage within outdoor public space.

Figure 14 – Breakdown of Town Centre Uses by Use Class;



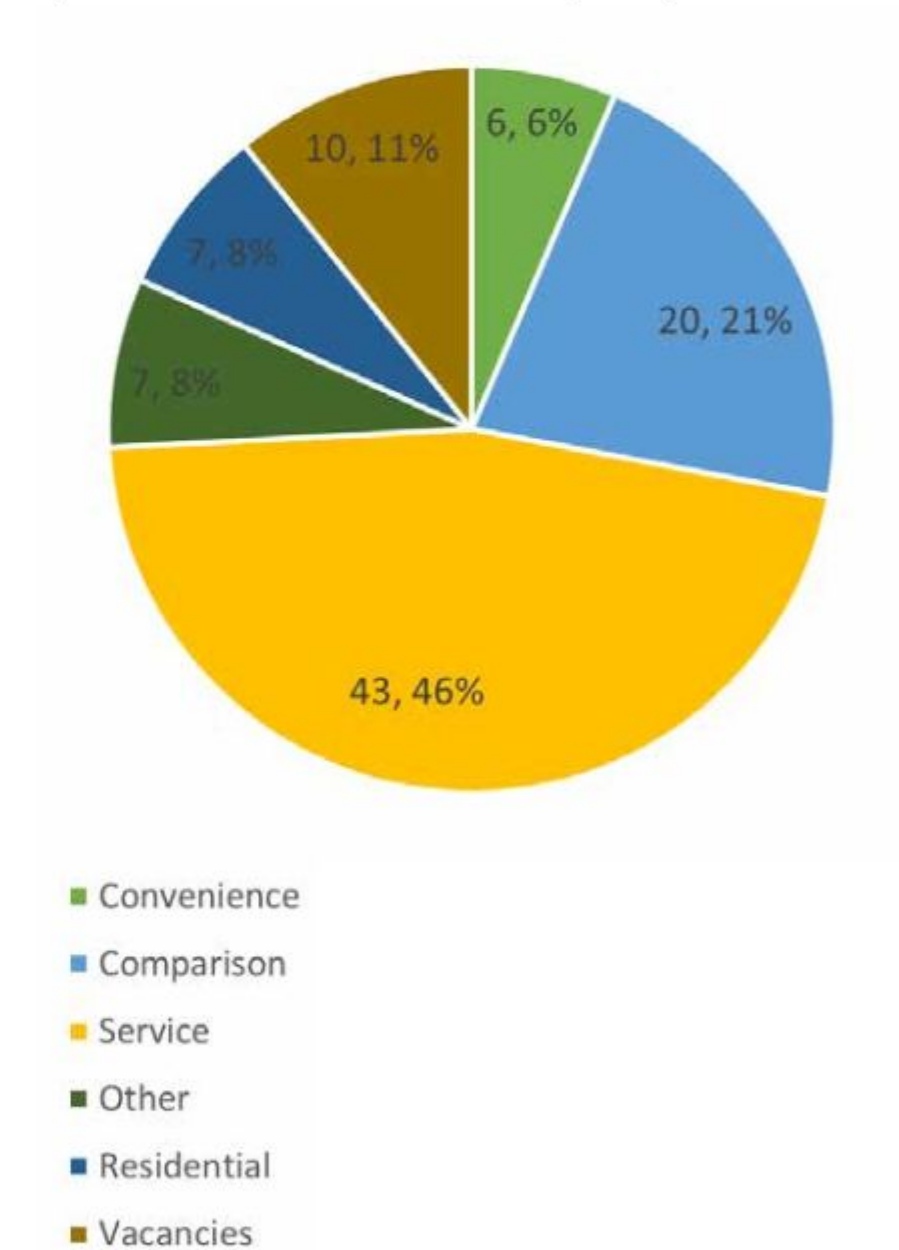
Source: Chris Jones Regeneration

Figure 15 – Breakdown of Town Centre Uses by Segment;



Source: Chris Jones Regeneration

Figure 16 – Breakdown of Town Centre Uses by Activity;



Source: Chris Jones Regeneration



### Shotton Town Centre Streetscene



Source: Chris Jones Regeneration



## STREET FRONTAGE ANALYSIS

The quality of the street frontage varies across the length of the street.

The quality of the street frontage is higher in the eastern end of the town centre, with more historic and landmark buildings. This end of the town centre also tends to house more of the chain and national brand stores common within many a high street.

The quality of the frontages drops off towards the western end of the town. On the southern side more modern buildings spoil the red brick character of the street. This area of the town has more service and local uses.





## SUMMARY OF 'GIVE MY VIEW'

As part of the community consultation, Flintshire County Council used the digital platform 'Give My View' which was promoted through a social media campaign. This campaign generated:

- 146,407 impressions
- 25,020 reach, with
- 1,594 people clicking on the survey

After clicking on the survey, 1143 surveys were completed with 830 open comments received which supported the analysis of local needs and focus for the Place Making Plan.

The social media campaign was most effective with more mature audiences, with those over the age of 65 showing the highest degree of engagement, closely followed by those between 55 and 64. Facebook was the most successful platform with Instagram coming in second.



One positive word for Shotton town centre now



One negative word for Shotton town centre now

32%

People feel Shotton town centre is welcoming

24%

People feel positive about the current town centre offer

60%

People rate Shotton as have good connections to local services and facilities



Quality of life and safety is the highest priority for residents

#### The top improvements to make in Shotton are:

- Services 63%
- Vacant premises 57%
- Parking 24%
- More greenery 22%
- Pavements 11%
- Parks 10%

#### Top 3 reasons for visiting Shotton town centre are:

- Services 50%
- Grocery shopping 49%
- To meet family and friends 23%

#### What are the top 5 things for future investment?

- Retail opportunities 70%
- Building improvements 51%
- Social and community events 30%
- Environmental issues 29%
- Health and wellbeing 25%

#### How often do people visit Shotton town centre?

- Every day 18%
- Multiple times a week 23%
- Once a week 17%

#### How do people get to Shotton town centre?

- Car 66%
- Walk 53%
- Bus 12%

#### What time of day do people visit?

- Morning 45%
- Lunch 20%
- Afternoon 38%
- Evening 13%

#### How long do people stay?

- I'm in and out 75%
- Spend a few hours 13%



## PLACE- LOCATION AND SETTING

Shotton sits at the heart of the Deeside conurbation, along the southern side of the River Dee. It forms part of the wider residential area and is joined to Connah's Quay to its west and Queensferry, Pentre and Aston to the east.

Shotton is a key destination between these towns and villages as its town centre forms the main retail core in the area. The railway lines, the main vehicle and pedestrian/cycle routes all converge at Shotton making it a key hub and one of the gateways into the more industrial areas to the north of the river.

To the north of the town a green corridor forms a buffer between the town and the river. To the south west of the town lies Wepre Country Park and open countryside.





## MOVEMENT

Shotton sits at the heart of the movement network of the area, with a number of key routes all converging within the town.

The A494 Aston Road runs along the western edge of the town. To the south this links into the North Wales Expressway connecting Chester to Holyhead through North Wales. To the north it links to the M52/M56 offering links to Liverpool and Manchester. This is easily accessible from Shotton via the B5129.

The Chester Millennium Greenway is a cycle route between Shotton and Chester. This provides a safe off road cycle route to Chester in under an hour and is also a key link for workers between Shotton, Tata Steel and Deeside Industrial Park.

Two railway stations are situated in Shotton, serving two different lines. The station to the north sits on the east west line between Holyhead and Chester. The southern station sits on the north-south lines between Bidston (with onward travel to Liverpool) and Wrexham. This places the major towns and cities of the area within easy reach by public transport.

The Wales Coastal Path runs alongside the River Dee past the town. This recreational route is accessible from the town through a few key routes over the northern railway line.





## CONNECTIONS

A key issue within Shotton is how the railway lines cause a barrier between east and west/Higher Shotton and to the north the greenspace and River Dee.

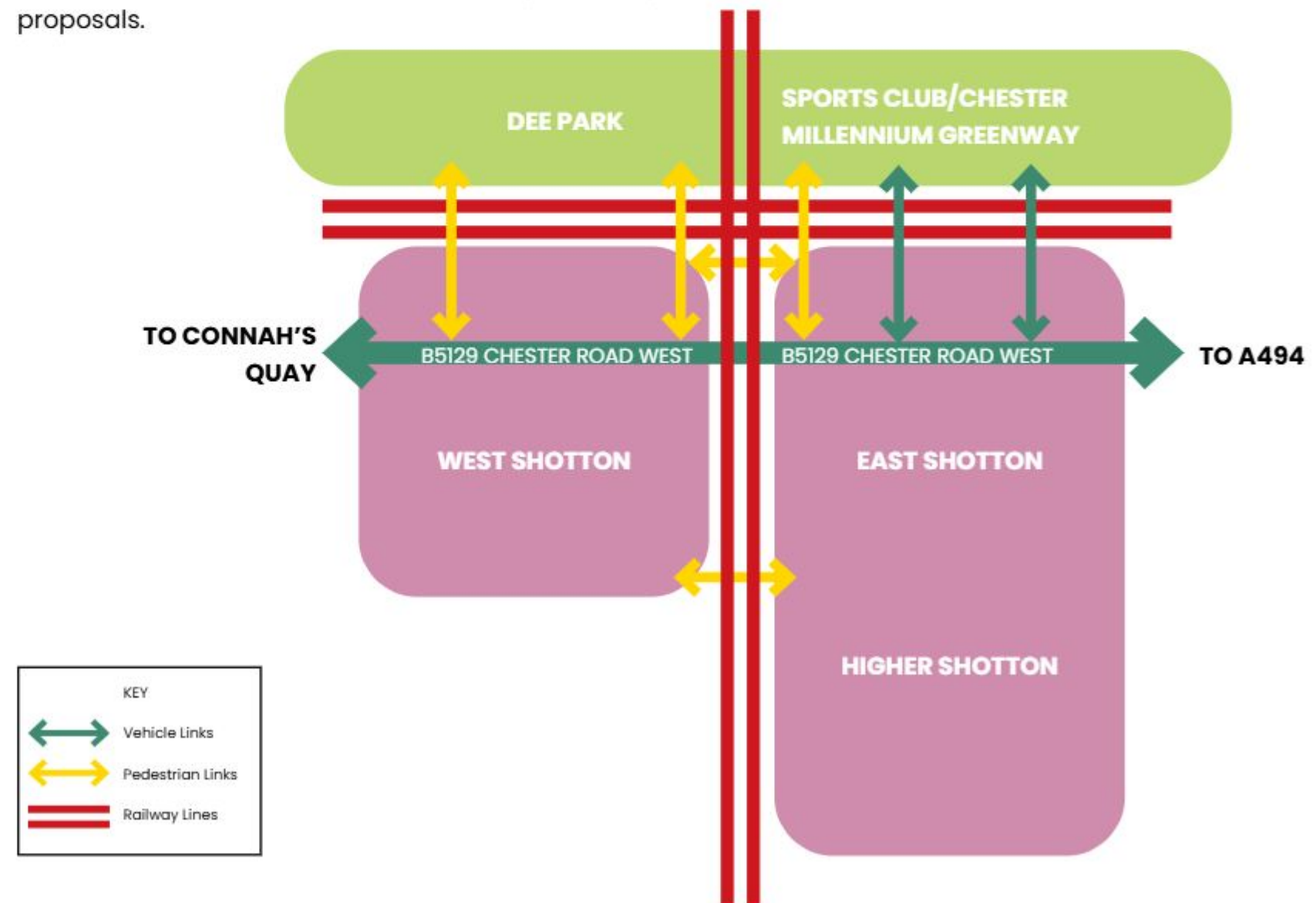
The railway lines can only be crossed at certain points within the town. Vehicle access between the east and west is restricted to the B5129 Chester Road West by Shotton Train Station. This ensures that all the traffic travelling east west through Shotton gets filtered through this point. A narrow country track does provide an alternative route to the south of the town but this would be unsuitable for all but local access.

Vehicle access can be found over the railway line to the north, which serves local access only with no onward travel.

Only three pedestrian routes cross the railway between east and west Shotton. The train station facilitates movement between east and west shotton and north onto the Chester Millennium Greenway. This route however has little surveillance which may discourage some users at certain times of the day. Another route is situated to the south of the town and will be a key link for local residents especially between the two primary schools situated either side of the tracks. However, again this route suffers from lack of surveillance which may make the route feel unsafe.

As both of these routes are situated at the extreme edges of the town, the main pedestrian route is therefore the B5129 which runs through the heart of the town and is best connected to the wider movement network.

This places additional emphasis on this underpass being the key pedestrian and vehicle link between the two areas of the town and so should form a central part of any proposals.





## LOCAL ASSETS

Shotton is an important transport hub within Deeside. Shotton also has a number of local assets which are a major benefit to the local community. Towards the eastern end of the town sit a number of out of town retail options, a large Asda foodstore and Leisure Centre. These are all easily accessible from the A494 Aston Road as well as the B5129, making it highly accessible to the local and wider population.

The Queensferry Learning Campus is also situated within eastern Shotton and has good links to the wider road network. A number of primary schools are situated around Shotton placing them within walking distance of the local community.

Deeside Hospital sits within upper Shotton and is the main health and medical centre within the local area.

A number of sports and recreational grounds are situated throughout Shotton. Shotton Sports & Social Club is situated to the north of the town and Higher Shotton Sports & Community Centre offer a range of sports clubs for local people. A number of informal recreation grounds are situated throughout the town placing green and active spaces within easy reach of all residents.





## THE PLACE

The B5129 Chester Road West forms the main route through the heart of the town. It forms the town centre and houses the main retail, service and leisure facilities of the area.

The B5129 can be viewed as three distinct areas, all with their own challenges and opportunities. These 3 areas are:

### TOWN CENTRE

Forming the western gateway into the town is the retail and service hub of the area

### CENTRAL AREA

A mix of commercial and residential properties is the link between east and west Shotton

### EASTERN GATEWAY

Out of town large retail stores and Education Campus





## EASTERN GATEWAY

The eastern gateway into Shotton is formed by a number of out of town uses and is characterised by big box architecture and wide arterial road.

This style of architecture tends to be dull and monotonous and due to the nature of the uses, tends to have large areas of car parking (tarmac) to the front. This results in an area that lacks any sense of place or character.



As you come off the A494 and head into Shotton there lacks any kind of gateway feature. The Leisure Centre, which is a key resource for the whole area, is the first building of significance along the street. However, it presents a blank facade and lacks any qualities which welcomes and promotes the town.



The 'street' itself is overly wide, with a wide carriageway alongside footpaths and verges. As the surrounding buildings tend to be well set back from the street, there is little enclosure. This further erodes any sense of place or creates an environment where people may feel uncomfortable. Similarly, the Education campus opposite sits behind a layer of landscaping and lacks any presence on the street.



The make up of the street creates a very poor environment for pedestrians and cyclists. A wide carriageway and wide junctions make crossing the road difficult. The blue overhead bridge is an over engineered solution for crossing the road.

The area is very accessible by public transport with a number of bus stops. However, the limited crossing options make getting around on foot difficult once people have arrived.

There is some cycle provision along the shared footpaths but it is unclear where this starts and ends, potentially causing conflict with pedestrians and vehicles.

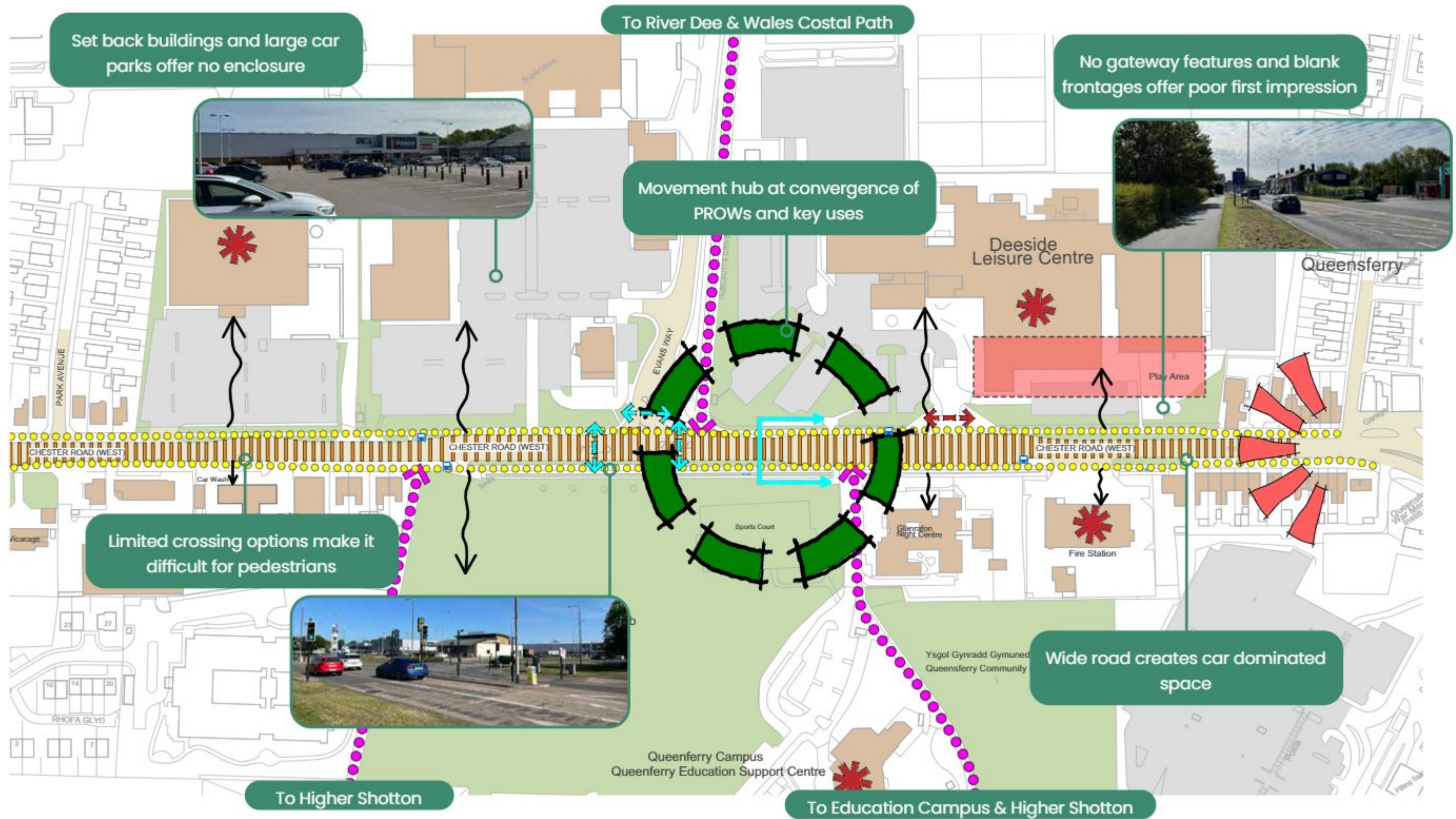
Although on plan the area looks to have large areas of greenspace and landscaping, this tends to be of low quality and serve little in creating a sense of place.



Two Public Rights of Ways (PROW) link the area to Higher Shotton and will be key for pedestrian and cycle movement between the two areas. A PROW also links the area to the River Dee (and Wales Coastal Path) to the north. These all converge in and around the key uses of the Leisure Centre and Education Campus, however are not clear and obvious.



## EASTERN GATEWAY





## CENTRAL AREA

The Central Area forms the transition between the eastern out of town retail/leisure area and town centre. Due to its position within the town and the inaccessibility caused by the railway line, the area receives a lot of traffic from Higher Shotton heading west and western Shotton heading east.

A natural inner gateway to the area is formed at St. Ethelwold's Church. This is a high quality building of architectural merit and should be celebrated as part of the street. The Church also sits at a key junction of the area as it is the main access up into Higher Shotton.



The Church signals the more enclosed residential character of the street. Although the width of the street remains wide the close nature of the residential properties create a good sense of enclosure.



Key uses and buildings tend to be situated at the junctions along the street. These also include small pocket parks, which open up and offer a 'breathing space' within the street. The pocket parks however are situated behind walls/hedges and so do not feel part of the street.



The streets tend to have wide carriageways and or footpaths, allowing for plenty of activity within the street. Pedestrians however are corralled by a series of railings which limit crossing opportunities. Railings also tend to give motorists an enhanced sense of safety which can cause them to speed up.

Towards the western end of the street the uses turn more commercial and retail, as a transition into the high street. Within this western end of the street are a number of key links across the railway to the north and onto the Chester Millennium Greenway and Wales Coastal Path. The railway station and railway crossings are also situated in the area.

The railway bridge forms the main gateway into the town centre as it is one of the few points of access between east and west Shotton. The railway bridge and surrounding space are functional but otherwise lack character or sense of arrival. A large billboard next to the bridge also reduces the quality of the area. The area also does little in terms of welcoming people into Shotton from the railway station.





## CENTRAL AREA





## TOWN CENTRE

The Town Centre sits at the western edge of Shotton and forms the main retail and service hub for the area. It runs up to and is easily accessible from Connah's Quay and western Shotton. The railway line, and its single point of vehicle access at its eastern gateway, limits its access from the east.

As mentioned previously, the railway bridge forms a poor gateway into the town centre. However, on the other side of the bridge sits The Central Hotel (a Wetherspoon pub) with attractive frontage and active beer garden. This greatly enhances the gateway area into the town and down from the railway station.



The grid style street network of Shotton causes a lot of vehicle junctions to come out onto the street. This, alongside an already wide road can lead to the street feeling like a car dominated space.

The quality of buildings varies along the street with some high quality red brick older buildings and poor quality more modern buildings. The shop frontages also vary along the street and with no unifying features can make for a busy and cluttered looking streetscape.



The street links into the wider area with a direct link into Dee Park along Bridge Street. A greenspace is also located adjacent to the train station and Wepre Brook to the west, providing good access to greenspace in the area. Access to these areas however is limited by lack of visual cues and signposting.

The wide profile of the street does allow for large footpaths outside many of the shops. However, the street does not make best use of this space with little to no landscaping and with few shops utilising this space for spill out merchandise or cafe/restaurant seating. Again pedestrians are corralled by railings along the street.



Wepre Brook forms the western boundary to the town centre. This is an attractive gateway with large mature landscaping, but is then let down on the town centre side. A car park and sides of low quality buildings greet people on entrance into the town centre.





## TOWN CENTRE





## HARMONY WITHIN THE TOWN CENTRE

The commercial area and town centre of Shotton has a diversity in the quality of building frontages that define the street. However, this diversity is not along its length, but between the ground floor and first floor of each building.

Newer properties aside, the buildings tend to be of the red brick Victorian era. The ground floors of these properties are given over to the retail and commercial premises and offer a mismatched mix of shop frontages in various colours, styles and quality. This tends to lead to a busy looking 'messy' street that lacks any character or links to the town.

However, the first floor (and above) of these properties offer some extraordinary brick detailing and architectural features. It is the first floors that tell the history and story of the town, but this is ultimately lost in the business and chaos of the ground floor.

There are few examples of well detailed and appropriate ground floor shop fronts, that reflect what is above and contribute to the character and history of Shotton.





## HARMONY WITHIN THE TOWN CENTRE

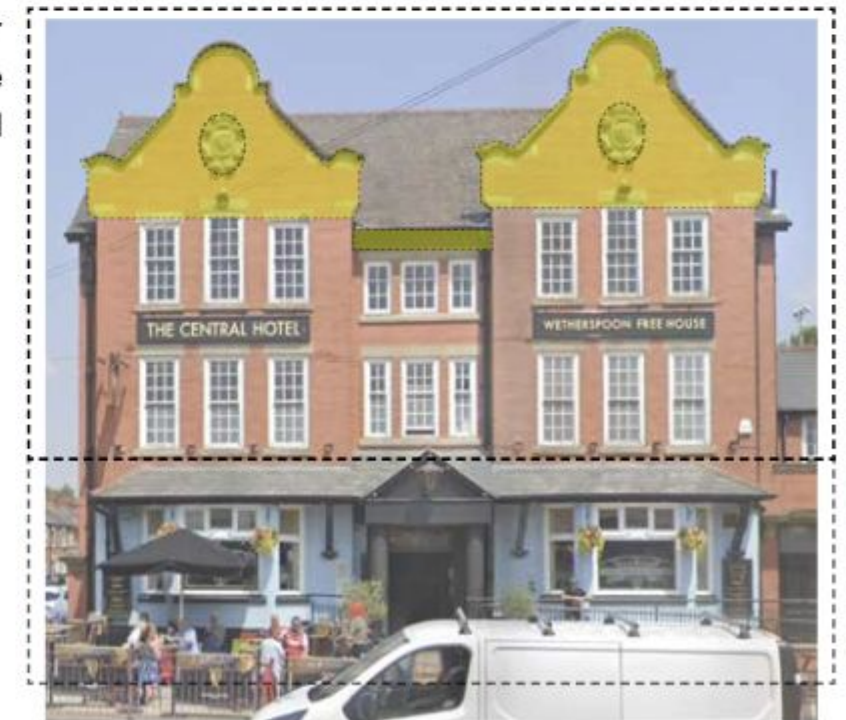


Good example of how the ground floor commercial frontage is appropriate and reflects the first floor

Example of beautiful detailing at first floor, which is let down by the ground floor frontage



Buildings which retain their original ground floors are more successful





## URBAN FORM AND STREET ENCLOSURE

Urban form and street enclosure can play a key role in placemaking and the character of a place.

Well enclosed streets where building height is proportionate to the street width can help create and retain a sense of character in a place. Well enclosed streets operate at a human scale and help ground people and users in the place.

Poorly enclosed streets however will often 'leak' character resulting in a lack of sense of place. Wide streets and low buildings that are too far set back from the road can have difficulty in retaining a character and can make people feel uncomfortable.

Landscaping can be used to help reinforce enclosure, but the landscaping in this area is not robust enough to do so.

The central area varies in its sense of enclosure along its length. This variation can create interest and offers pockets of 'breathing space' along the street where it widens.

The town centre has a good sense of enclosure with appropriately scaled buildings to its width. This creates a more formal character where taller buildings such as the Clwyd and The Central Hotel can stand out as landmarks within the street.



Town Centre offers good enclosure and retains character





## ENCLOSURE & SPACE



Central area has good variation in enclosure and openness

Eastern gateway has poor enclosure and leaks character





## STREET SPACE AND ACTIVITY

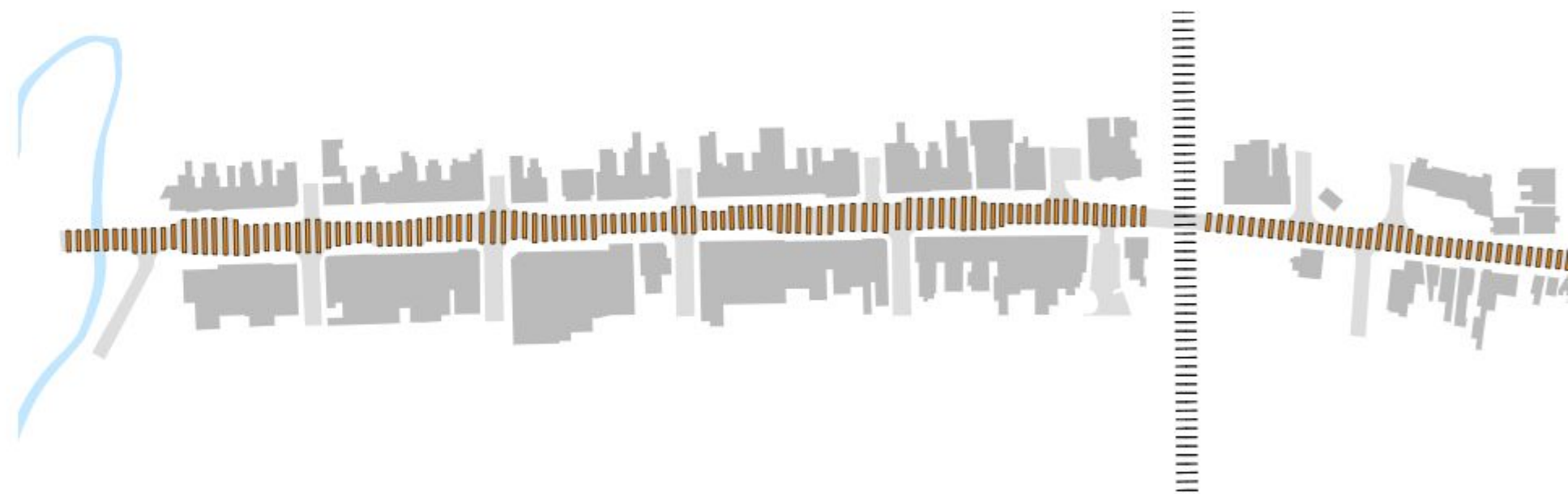
Along the length of Chester Road West a lot of space is given over to the carriageway. This is especially the case in the eastern gateway area where a central reservation is sometimes used to aid turning into the retail park or leisure centre, but is also often just an unused hatched area serving no purpose. This over engineered design can make the area feel very car dominated and makes it hard for pedestrians to cross.

The width of the road gradually reduces as it heads west through the residential and commercial areas, but tends to widen at key junctions, with turning lanes increasing the width of the road. Railings at junctions and along the street become more prevalent forcing people to cross at designated spots.

Footpaths tend to be generous across the length of the road, providing a comfortable environment for pedestrians. However, the street makes little use of this space, with very limited areas for landscaping and very few spill out spaces for shops or cafe seating.

There is little dedicated provision for cyclists along the road, with some shared foot/cycle paths towards the eastern end.

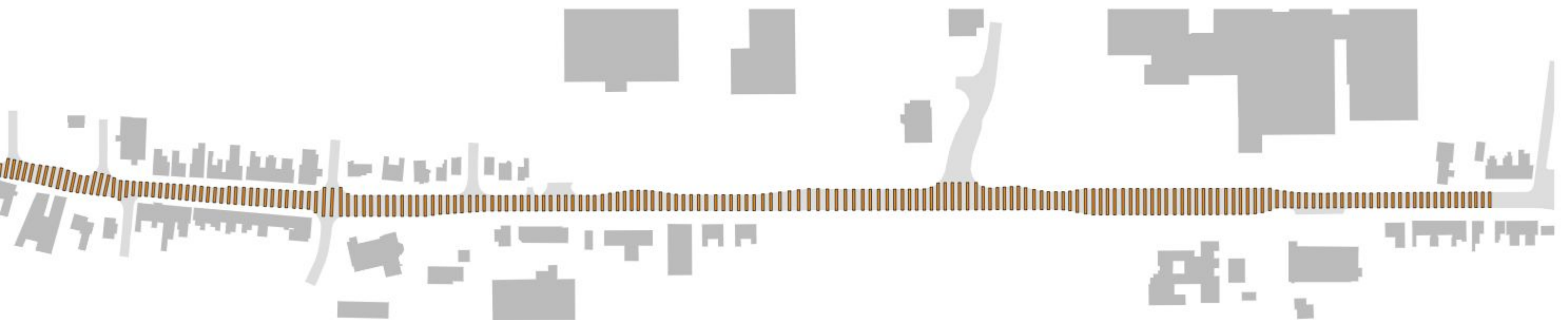
The overall width of the street provides plenty of space to accommodate vehicles, bikes and pedestrians as well as opportunity for more landscaping and spill out spaces.



Town Centre variation in carriageway and generous footpaths







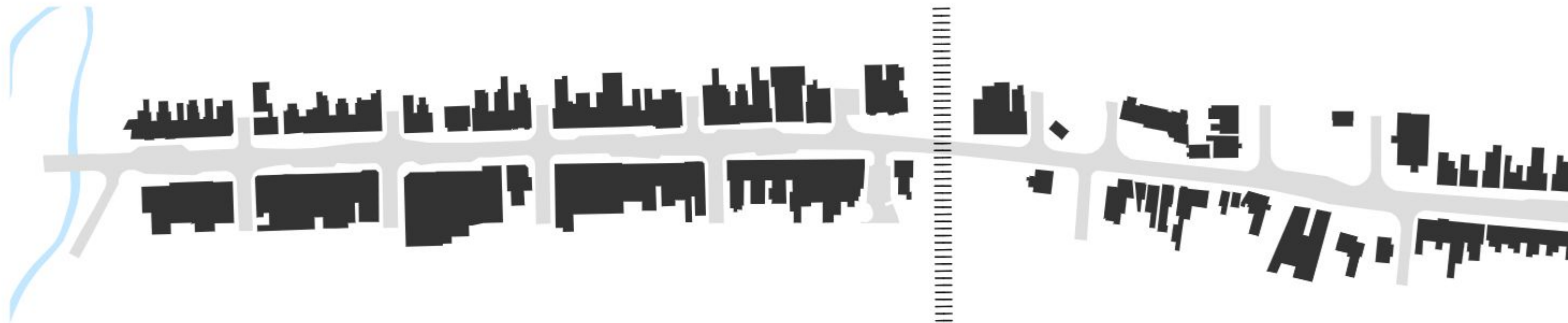
Central area variation in carriageway and good footpaths

Eastern gateway, very wide carriageway, good sized footpaths and verges





## THE CHANGING CHARACTER OF SHOTTON



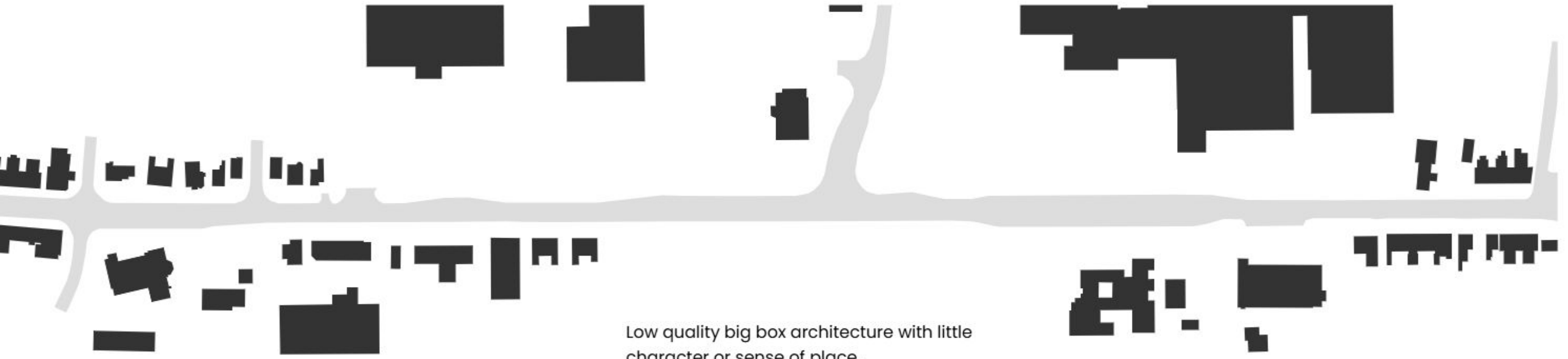
Town centre forms the historic core of the town with some high quality red brick buildings, but let down by more modern properties

Mix of commercial and residential properties with some high quality red brick properties and St Ethelwold's Church





## THE CHANGING CHARACTER OF SHOTTON



Low quality big box architecture with little character or sense of place.





## RESIDENTIAL AREAS

The residential areas of Shotton sit behind the B5129 Chester Road West, mainly to the south but with some also to the north between the main route and railway line.

Housing immediately around the B5129 tends to be old Victorian workers housing set out in long terraces running perpendicular to the main route. This is good quality red brick housing and can feature attractive brick detailing and bay windows. The long linear streets allow for good access to the town centre and red bricks add a distinctive character to the area.



Beyond the main route to the south, tend to sit larger post war housing. Again a grid style layout allows for a well connected and permeable area that feeds into and aids access to the town centre and main route. The properties tend to be attractive and versatile properties, with well landscaped front gardens.

Higher Shotton sits further south and is characterised by more modern developments, where the grid style approach is replaced by a more suburban character. Areas tend to set around a series of recreational grounds putting parks and greenspaces close to residents. The development around Deeside Hospital is set with large areas of incidental greenspace, which often results in a lack of character.





Good stock of Victorian red brick terraces, with attractive detailing. Occasional pebble dash and render.



Semi-detached and detached units built in red brick or plain render or in a combination of both.



Incidental greenspaces unsupervised thus making them unsafe, especially at night.



Back alleys are poorly supervised and can have issues with fly tipping.



More on plot parking reduces the dominance of the car on the street.



Plots are either separated by green hedgerows or open green spaces with low level shrubs and bushes.

Car dominated streets. Parking is provided on the street, thus encroaching pedestrian path.



Front gardens add greenery to the street. The neighbourhood generally lacks green space for leisure.



Area has a local centre and good access to greenspaces.





# SWOT ANALYSIS PLACE

- Strategic location that is close to other cities and towns
- A known heritage in steel and manufacturing
- Deeside Industrial Park with large employers e.g. Toyota
- B5129 is a key road corridor through the town centre
- The town is relatively flat, compact and accessible
- Residents are close to town centre, all within 15 minutes walking time
- Unique train station (High and Low Level) that connects North Wales Coast, Wrexham to Liverpool
- There are some strong clusters of service sector uses e.g. hair and beauty
- A local service centre with a number of banks, estate agents and other services such as grocery shopping, mainly shopping in the morning
- Off street parking near to the High Street
- The town's vacancy rate is relatively low compared to UK average
- Deeside Leisure Centre nearby
- Proximity to Wales Coastal Path, National Cycle Route
- Large areas of green amenity, recreation and sports space to the east of the town centre

## STRENGTHS

## WEAKNESSES

- No separate Shotton identity due to it coalescing with Queensferry and Connah's Quay
- The railway lines create severance with the River Dee and between east and west Shotton
- B5129 draws a significant volume of traffic, resulting in a poor environmental quality and town centre experience
- Lacks a diverse food and drink offer
- Location leads to leakage of trade and activity from town centre to outlying towns and cities such as Chester
- Asda and Deeside Retail Park draws away trade from town centre
- People tend to pop in and out of the High Street (74%) – only 13% spend a few hours
- Not an evening time destination
- Town centre lacks green infrastructure
- No large area of public realm or a square for events and activities
- Not conducive to safe cycling or walking
- Lack of a consistent street scene within the town centre
- Railway bridge entrance is seen as a constriction
- A road with tired pedestrian guard-rails and other street paraphernalia
- No real sense of place or identity
- Mixed housing quality issues between Higher and Lower Shotton
- Flood risk is a key constraint with no new housing development planned



- The Place Making Plan process and partnership working
- Building on strong industrial heritage brand – “make it in Shotton”
- Role of community in providing gaps in town centre facilities and offer e.g. Rivertown Church
- More social facilities and spaces in the town centre
- Residents want to see investment in retail opportunities, building improvements, followed by leisure facilities and social/community events
- Active travel investment
- Train station hub – role of community rail partnerships
- Maximise location close to Wales Coastal Path and National Cycle Route
- Railway bridge entrance needs to be part of town centre identity e.g. artwork, lighting
- Turning neighbourhoods into the High Street
- Better connection into River Dee corridor

## OPPORTUNITIES

## THREATS

- Growth and appeal in outlying places
- Economic outlook, business costs, cost of living
- Changing High Street – role of banks
- Climate change, flood risk and constraints on infrastructure
- Traffic growth and noise/air quality issues on B5129



# SWOT ANALYSIS PEOPLE

- Proud community – steel-town and manufacturing
- Higher than average age distribution between 30 and 59
- Dominance of 3 bedroom households
- Higher than Welsh average for people owning one car or van
- People tend to travel less than 10 km, almost 33% more than Welsh average
- Higher proportion of people use a bus, minibus or coach to work
- 25% more than the Welsh average is a passenger in a car (car share)
- Active community groups and organisations e.g. Rivertown Church
- Residents can easily access services and get around
- Amenity space is nearby on the eastern side of the town
- Green and blue infrastructure nearby – e.g. nature reserve, River Dee corridor

## STRENGTHS

## WEAKNESSES

- A community that holds onto its past – need to manage change in role and function
- Life expectancy lower than Welsh average, with age cohorts over 60 dropping off compared to Welsh average
- Quality of life and safety is seen as a priority
- Above the Welsh average for households being in deprivation (one or two dimensions)
- Less than Welsh average for people rating their health as very good
- People are less likely to work from home
- Higher than Welsh average for people not in employment or never worked
- Employment is not broad by occupation with a dominance in process, plant and machinery and other elementary occupations
- Rise in some crime categories such as criminal damage and violence and sexual offences
- Shotton Higher 2 is ranked 98 in WIMD which is in the top 10%
- Specific WIMD domains of concerns are i) education ii) community safety iii) income iv) health and vi) employment



- Use of open space to improve health and well-being
- Role of active travel to meet employability needs
- Community and voluntary sector can unlock social facilities and activities
- Housing renewal schemes linked to local apprenticeship schemes, training and hard to reach
- Train station investment can support travel to work and improved quality of life

## OPPORTUNITIES

## THREATS

- Lack of new housing will impact on age balanced population
- Cost of living and economic outlook
- Climate change, flood risk and constraints on infrastructure



A decorative background featuring a pink clock tower with a spire, partially obscured by several overlapping circles in shades of blue, yellow, green, orange, and teal. The text is centered within the large purple circle.

# **05: BUILDING ON ITS FOUNDATION**



## EMERGING FOCUS/THEMES NEED/EVIDENCE

The town is holding on to its industrial past and needs to move forward so that it presents itself as a community that still has pride but is known for its location within a dynamic Deeside. The Give My View Community Consultation identifies a perceived lack of a welcome and places history and culture as a lesser priority.

Shotton's proximity to the river Dee and neighbouring employment areas, coastal reserves, Wales Coastal Path and National Cycle Routes are some key assets and features that don't feel part of the Shotton experience.

## EMERGING FOCUS/THEME

### An Identity for Shotton.

A cross cutting theme is to build on Shotton's identity through its physical place and its people, so residents feel a sense of belonging and turn to it for their daily lives. This is part physical investment and part marketing/promotional campaign. Materials and concepts used in future physical projects could reflect the towns steel heritage.

### Connecting into the Dee.

Whilst routes exist, they need to be more legible, integrated and form part of a network that is convenient and accessible for all. This needs to integrate with public transport. The proposed active travel works need to 'signpost' and improve connections to the wider links.





## NEED/EVIDENCE

The location of Shotton on the Chester to Holyhead (North Wales Coast), Wrexham to Bidston (Borderlands (Liverpool)) train lines is underplayed and needs elevating in terms of location in the town, links into long distance trails and other benefits. There is also an opportunity to promote active travel opportunities as 40% of the community travel less than 5km to work.

## EMERGING FOCUS/THEME

### At a Cross-Roads of Connectivity.

To maximise the unique location of two stations (Higher and Lower Shotton) through improved, infrastructure, interface with the town centre, community rail partnership activity, marketing and promotion and more. This needs to link in with active travel investments and public transport service planning. The need to improve physical gateway appearance and first impression of Shotton when arriving by train.



The Environmental Quality Assessment, Green Infrastructure Audit, Give My View Community Consultation and Commercial Assessment directs us to the poor quality of the town centre environment that is impacting on the shopping experience, as well as safety and lack of greenery. Town centre visits highlight traffic volume, noise, poor public realm, street clutter and a lack of green infrastructure that is contributing to a place of limited dwell and enjoyment.

### From a Road to a Street.

A key priority is a place based approach to the B5129 which comes through Shotton, starting in Queensferry and continuing through Connah's Quay. This needs to look at approaches, linking in outlying public and green spaces, off-street parking, the train station(s) and make the town centre more people friendly thereby animating pavements, frontages and more. Place led approach needs to accommodate the motor vehicle but prioritise other street users: pedestrians and cyclists. Multi-disciplinary approach: urban design and placemaking, landscape, ecology, drainage and climate change, air quality, active travel, heritage. A priority will be to unify both sides of the street.





## NEED/EVIDENCE

The Environmental Quality Assessment, Give My View Community Consultation and Commercial Assessment also indicates issues with the quality of street scene, shop fronts, use of shutters, the town centre feeling partially closed with a need to adopt a consistent approach to buildings and their immediate spaces. Town centre visits highlight that many of the more historic buildings from civic to simple residential, have a high level of good quality detailing and features. This creates a generally good base canvas with which to work.

Due to the constant flow of traffic and road based environment, there is no sense of dwell or socialising in the town centre whether this be within a central building or hub or in a public square with markets and events taking place. This is not happening in Shotton.

## EMERGING FOCUS/THEME

### A Quality-Built Environment.

To develop a town centre design code that creates a more cohesive Shotton street scene that residents and visitors find appealing which supports activity, loyalty and local economic development. This should work-partner and complement any wider street scape proposals. It needs to reflect a unified family design approach for the whole place.



### Getting a Social Heart Back into the Town Centre.

A street based environment can enable more of a social heart to the town centre that makes Shotton more accessible, safer and appealing to visit. The proposals for Rivertown Church start to enhance and elevate community activity in the town centre with other buildings having the opportunity to open their doors to wider community use. Street space for businesses and people based activities will help to animate the streetscape and contribute to a feeling of vibrancy.





## NEED/EVIDENCE

Deprivation indices demonstrate domains centred on housing quality and community safety as needing attention specifically in the Shotton Higher 2 Lower Super Output Area. The Local Development Plan has no commitments or new allocations for housing and with flood risk constraints, the opportunity for new housing development is unlikely.

Census data illustrates that Shotton has higher unemployment rates than the Welsh average with residents tending to be in elementary and process, plant and machinery occupations. 25% of the population have no qualifications with less than a fifth having Level 4 qualifications or above, which is 12% lower than the Welsh average.

## EMERGING FOCUS/THEME

### Housing Quality and Living in Shotton.

The need to ensure homes are to the right quality is important to residents' well-being, in addition to their immediate environment that they live in. With no planned housing growth, improvements and adaptations to existing stock and repurposing of other building uses should be planned for. There may also be the opportunity to redevelop brownfield sites for residential, subject to what the new TAN15 states, once released.

### Raising Skills and Qualifications within the Community.

The need to upgrade skill levels, raise the demand for skills among employers, improve the number of quality apprenticeships, further education and skills training and targeted support for skill-development in SMEs are some of the areas to address.





## NEED/EVIDENCE

Shotton is a proud place with a legacy of industry and manufacturing. This foundation needs to help with shoots of community activity, finding ways to work together on community health and well-being. Some statistical data highlights residents rating their health as greater than all Wales average for “bad” to “very bad”.

The Green Infrastructure (GI) Audit identified the objective of “A place where people want to visit, live, work and play” and “An attractive public realm, inspired by Shotton’s heritage, which facilitates broader uses and encourages footfall.” The lack of greenery has been identified through community consultations and through GI assessments and is notable on visiting the town. It is a key area of need that can have a visible impact and benefit for residents and other users.

## EMERGING FOCUS/THEME

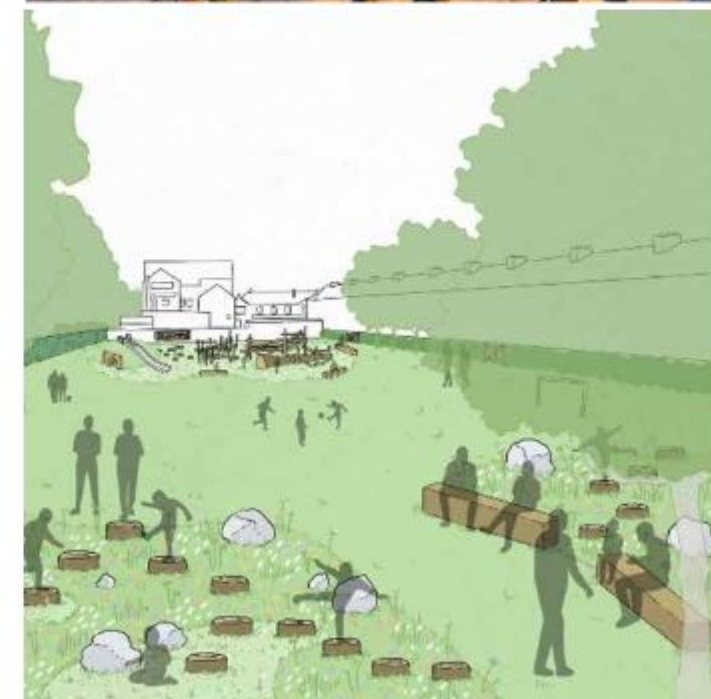
### Community Activism, Health and Well-being.

To find ways for residents to get involved in community life and to get active within their neighbourhoods and wider local area. The Actif North Wales project can help to get more people physically active across Shotton, trialling some different approaches as well as allotments, growing and delivering fresh food, and wider active living.



### Stringing Together Green, Amenity and Recreation/Sports Spaces.

There is a need to connect existing green infrastructure across the town and to introduce GI when making improvements such as through active travel, new footpath links, train station improvements, public realm enhancements and other activities. There is a need for signage, interpretation, education and community outreach activity. This needs to be integrated as part of whole place proposals.





## STRATEGIC VISION, AIMS &amp; OBJECTIVES







## Objectives

Develop a street based design approach to Chester Road that changes the dominance of vehicles, still enables convenience, more public space and links into a wider active travel network.

Develop the axis between the River Dee, the High and Low level train stations and Chester Road as an integrated destination hub for Shotton.

Grow and establish grass roots community activity that uses local assets to their best potential, finding ways to make physical connections and enhance peoples' outlook and quality of life.

Link local learning and training providers through community networks that promote pathways to employment that are accessible to all that work with the landscape and opportunities within the community.



Develop community networks so that local groups and residents have an awareness of local activities, events and support across the year.

Develop the Shotton identity across physical and people based activity that is community shaped, working at both a strategic and street based level.



## PLACE & PEOPLE OPPORTUNITIES

In order to achieve the vision, aims and objectives, the following opportunities have been identified.

### Place Opportunities



**From a Road into a Street**



**A Design Code for Shotton**



**A Social Heart**



**A Cross Roads of Connectivity**



## People Opportunities



**Identity for Shotton**



**Active Living**



**Upskilling Community**



**Community Activism**



**Green Community**



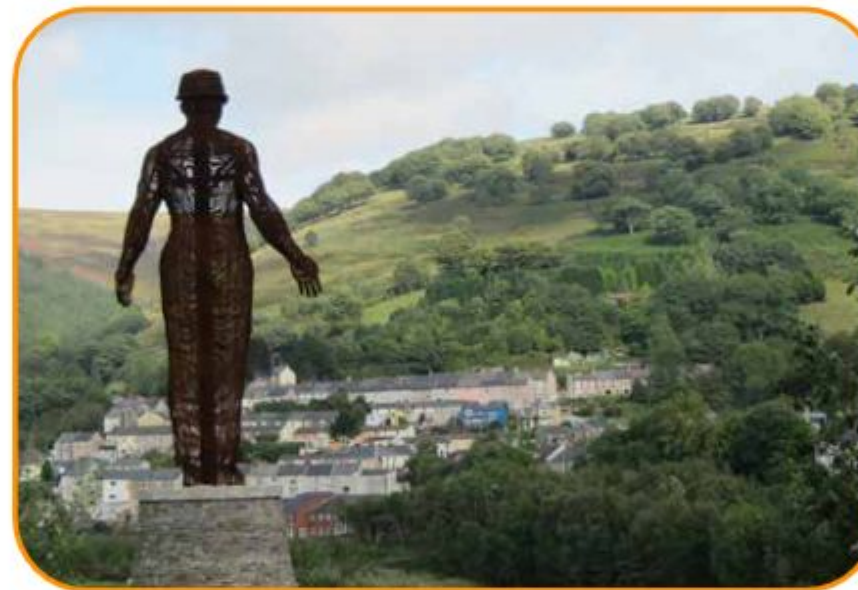
## PLACE OPPORTUNITIES – FROM A ROAD TO A STREET

A key opportunity for Shotton is to turn the B5129 from a road into a street. In essence this involves transforming it from a vehicle dominated road to a more people focused space which can bring a wider set of benefits like more people using the town centre, improvements to health and well being through increased landscaping, lower pollution and a greater sense of place.

Turning a road into a street can be achieved through reducing oversized carriageways and thereby maximising the space for cyclists, pedestrians and landscaping. This creates more opportunities for shops and businesses to spill out on the street, more space for seating and space for street trees and rain gardens. Shifting to a more pedestrian priority focus will also help improve mobility within the area and encourage more active forms of transport.

### Gateway Points

At either end of the street, and at key points along it the opportunity exists to create a series of gateways that help create a sense of arrival and changes in character. These gateways can tap into and reinforce the overall identity of the town through distinct artworks and signage.



### Pedestrian Focused Environment

The street should be designed with pedestrians and their ease of movement as the main focus. This will involve creating clear and direct walking routes and the removal of barriers that hinder crossing options. The narrowing of junctions, use of raised tables/ Copenhagen crossings (where the footpath continues directly across a junction) will ensure pedestrian priority and increase mobility within the street



### Maximising Usability of the Street

There is an opportunity to increase the usage of the street through better integration of public transport and active travel routes. The more attractive and convenient it becomes to walk, cycle or take public transport the more people will use it. This will help increase footfall to local businesses, increase social interactions and create a true heart in Shotton.





### Increasing Landscaping and Street Trees

Maximising the usable space along the street will create more opportunities for pocket parks, landscaping, rain gardens and street trees. This will help transform the street into a more pleasant and attractive space which can benefit the mental health and wellbeing of residents. It will also have environmental benefits of improved water retention, shading from the heat and cleaner air.



### A Place to Stop, Rest and Socialise

There are limited opportunities along the current road for people to stop, sit and relax. However, where this does occur, such as outside The Central Hotel, it can be very successful. More seating and social spaces should be provided along the street, which will also help support the increased focus on walking and cycling. This can be achieved through encouraging more cafe seating and better integration of seating at key gateway spaces, such as at the railway bridge and pocket parks.

### Harmonious Use of Materials

High quality materials can be used to help define the character and function of the street. This can help to slow vehicles down, make it easier and safer to cross the road and define spaces to stop, and rest. Good use of materials will help guide people using the street, resulting in less street clutter such as signage and barriers.





## FROM A ROAD TO A STREET



Creating a more pedestrian focused environment, which is designed for ease of walking over driving and promoting activities and social interactions



Creating a welcoming gateway for either sides of the railway bridge



Pockets of seating and landscaping at key locations



Raised tables and crossing give priority to pedestrians and make a more accessible place



Creation of a design code to help design more rationalised and sympathetic shop fronts



Landscape and public seating spaces integrated into street design



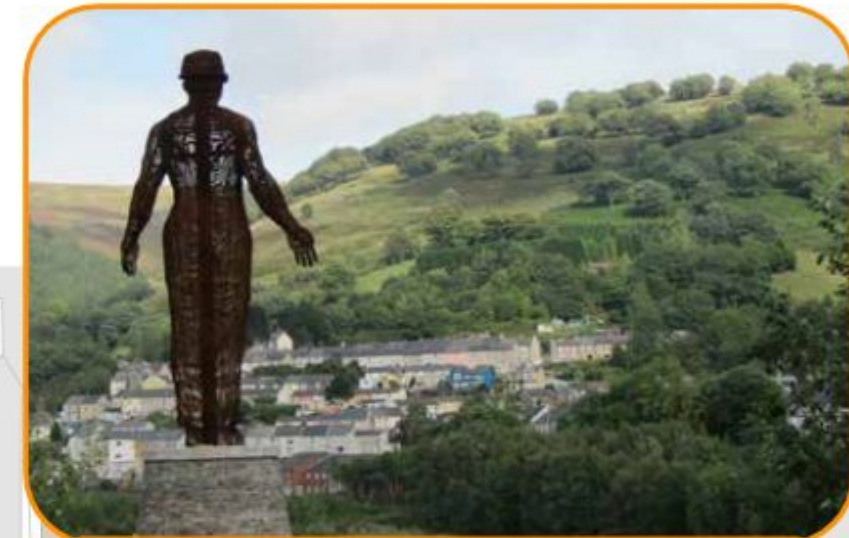




SUDs and landscaping introduced along the street



Tree lined streets with enough space for pedestrian and cycle paths



Gateway features and art create a sense of arrival and help define the character of the town

St Ethelwold's Church

Deeside Retail park

Deeside Leisure centre

Chester Road West

Removal of barriers and more crossings to encourage more walking and cycling



Use of different materials to segregate spaces

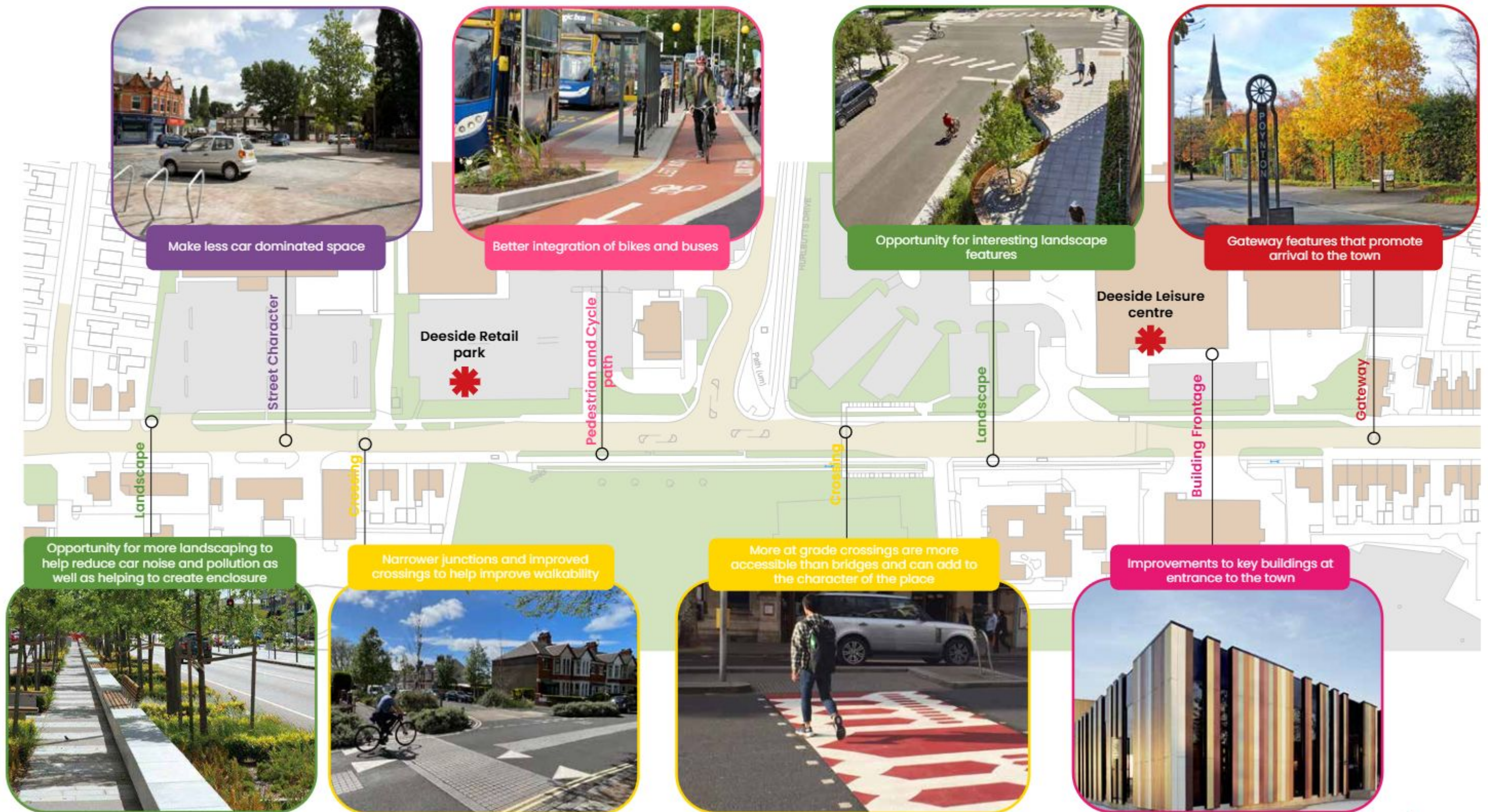


Designated cycle route integrated with landscaping





## PLACE OPPORTUNITIES – EASTERN GATEWAY





## PLACE OPPORTUNITIES – EASTERN GATEWAY

The eastern end of the B5129 forms the main gateway into Shotton. However, it currently fails to make the best first impression of the town or help establish a sense of character or identity that says “Welcome to Shotton”.

The area is currently characterised by a wide and car dominated street, poor crossing options and big box architecture which is set back behind large areas of car parking. This results in a poor, car dominated environment where pedestrians and cyclists do not feel welcome.

There is however an opportunity to turn the street into a true gateway into Shotton, with better cycle, bus and crossing facilities. Landscaping, materials and public art can be used to welcome people to the town and create a unique sense of place.



### Gateway Points

Public art, landscape features and materials can be used to create a gateway feature to the town. This could also see improvements to the facades of the key buildings in the area such as Deeside Leisure Centre. These features can link with Shotton’s heritage and aspirations to tell people who Shotton is and what it stands for.



### More Space for People, Bikes and Buses

The carriageway is currently overly wide and engineered with large junctions resulting in a car dominated space. The carriageway and junctions could be reduced to help create more space for bikes and buses. This will help reduce car use and promote more active forms of travel.

### Better Crossing Options

The wide carriageway and junctions can make crossing the road difficult. The blue bridge over the road is an over-engineered solution that will discourage people with limited mobility from crossing. The only other option is the Toucan Crossing which corrals people through the traffic. A reduced carriageway and more ‘street level’ crossing options will allow for better pedestrian movement and encourage public transport use. These don’t have to be standard crossings but could be uniquely designed for the area and contribute to the overall character of the place.

### A Characterful Landscape Environment

Although the area currently has areas of landscaping, trees and hedges, it has not been considered in a holistic way. A unique landscape strategy for the area could help define the character of the place and add some identity and enclosure to the street that is currently missing.





## PLACE OPPORTUNITIES – CENTRAL AREA





## PLACE OPPORTUNITIES – CENTRAL AREA

The central section of the B5129 Chester Road West is more of a transitional space within the town. The character changes from the big box architecture to the east to a narrower, more human scale residential area, before opening up again into a retail/commercial area before the town centre. This area therefore requires a different set of responses in turning the road into a street.

The residential section of the street should focus on slowing vehicles down and creating more space for landscaping and street trees, to help improve the environmental and air quality of the area.

The commercial section of the street should focus on better use of the space for businesses and opportunities of the area, such as the pocket parks and railway bridge gateway.



### St Ethelwold's Church Gateway

St Ethelwold's Church is a key building of the area and sits at an important junction into the residential area of Shotton. It is unique features like this that need to be highlighted and celebrated within the street. The church offers a perfect opportunity to create a secondary gateway point along the street that helps reinforce the identity and character of Shotton.

### Improved Environment

As an area with residential properties, the focus of the street should be to create a place for people. A reduced carriageway will help to slow vehicles down, reducing the noise along the street and creating more space for trees, rain gardens and landscaping. This will help improve the environmental and air quality of the area and create a better environment and more social place for the people living there.

### Pocket Parks

The area has two pocket parks, which are some of only a few places along the street where people can sit and rest. They are however not being used to their full potential as they are walled/hedged in and so cut off from the main pedestrian desire lines. Better integration of these parks would see them brought more into the public realm and become part of the street. The more people have to pass through them, the better used and safer they will become.



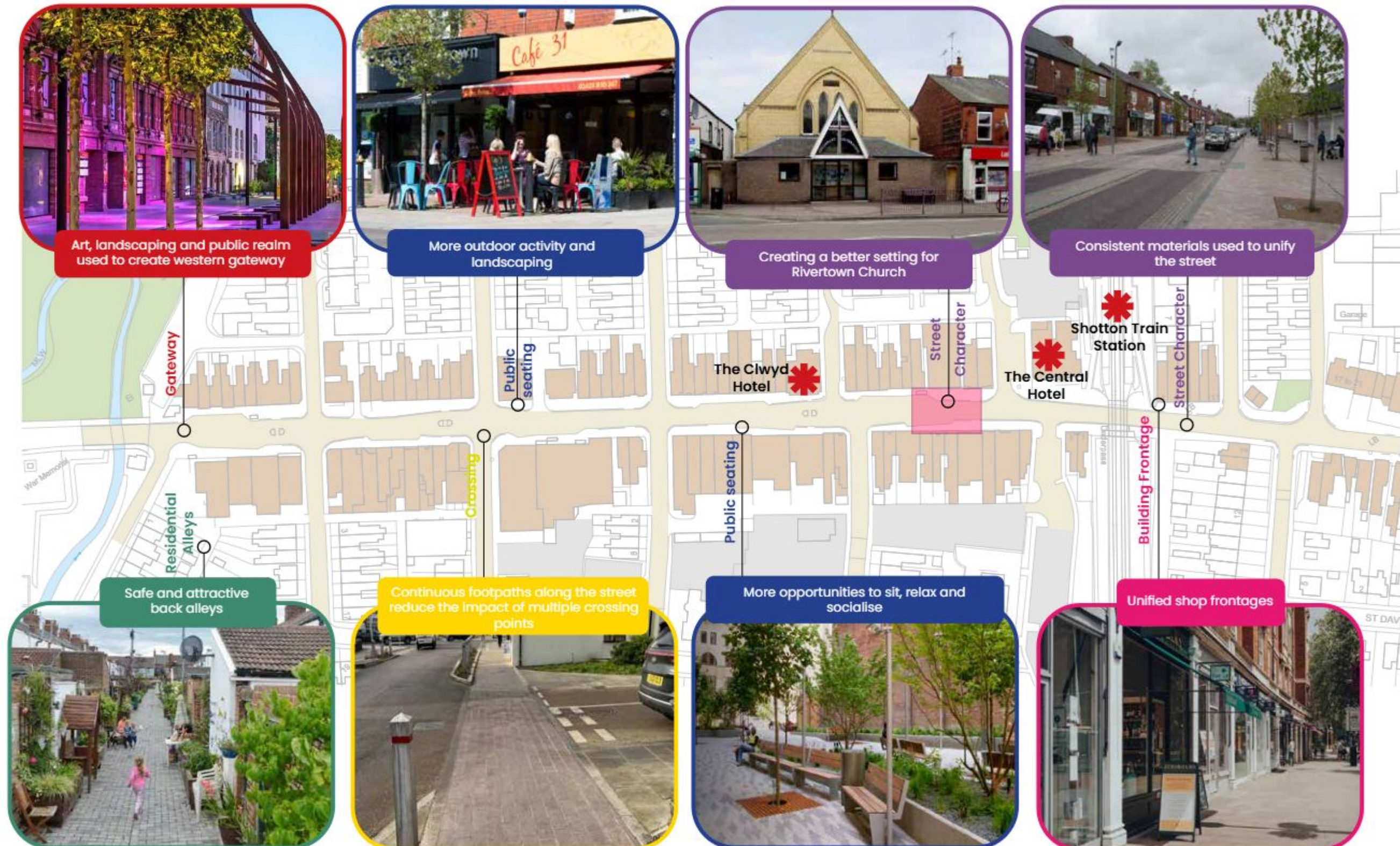
### Railway Bridge Gateway

The railway bridge is a key gateway and landmark within the town. It offers one of the few crossing points between east and west Shotton and will be the first point of arrival off the train. The space therefore needs to become a destination space and celebrated landmark within the town. Works to the bridge and tunnel will help turn it into a unique gateway and help further reinforce the character of the area. The space around it should comprise a high quality environment that is a space in its own right but also has a key wayfinding function for onward travel. The railway bridge and surrounding space is an opportunity to showcase the character and unique qualities of Shotton.





## PLACE OPPORTUNITIES- TOWN CENTRE





## PLACE OPPORTUNITIES- TOWN CENTRE

Shotton town centre is a key destination as the main retail and services hub for the local and wider community. The town centre has some of the key heritage and identifying buildings within the town. However, the centre suffers from a lack of overall character and a confusing street scene, resulting in these key assets becoming lost within the street.

The opportunity exists to create a harmonious and unified town centre which, furthers the needs of the businesses and people using it. This will include creating a more pedestrian-friendly environment, encouraging more activity through seating and spill out spaces, improving the quality of the environment and creating a more social place.

A more unified shop frontage strategy will also help improve the streetscape of the town centre, which will be discussed in the next section.



### Western Gateway

The western end of the town centre is the key gateway into the town from Connah's Quay. Once past the bridge over the attractive Wepre Brook, the town centre lacks any character or identity. The use of landscaping, materials, public art and improvements to the facades of buildings can help signify a change in character from Connah's Quay and sense of arrival in to Shotton.

### Celebrating Key Buildings

Key buildings along the street such as such as The Central Hotel, Rivertown Church and Clwyd Hotel are key community and social hubs. The environment around these buildings should be enhanced, so they stand out within their context. This can be achieved through a change in materials and a unique landscape setting.

### More Seating and Activity

The town centre suffers from a lack of seating, either through benches, incidental seating (edges of planters etc) or cafe spill out seating. This gives the impression that the town centre is not a place to stay and 'hang about' in. Even if you wanted to, you couldn't, especially for people with mobility issues. The opportunity exists to vastly improve the seating options within the town centre, which will bring further benefits of creating more activity and allowing people to interact and socialise more. This should be done in conjunction with a landscape strategy so there are options for shading, buffering from vehicles and ensuring there is something pleasant to look at.

### Improved Pedestrian Environment

The pedestrian environment of the town centre could be greatly improved. A reduction in the width of the carriageway, especially at junctions and a removal of the barriers will allow people to move more freely along the street. Raised tables and Copenhagen crossings where the footpath continues directly across a junction reduces the impact of the car and improves the pedestrian experience. The more people are encouraged along the street, to sit, to socialise, the longer they will stay and the more money they will spend.



## PLACE OPPORTUNITIES– A DESIGN CODE FOR SHOTTON

As previously discussed, the B5129 Chester Road West is the key route through the town and serves a wide range of functions to the local and wider community. It however lacks a character or sense of identity that as so becomes a 'nowhere' place within Shotton.

A key aim of this document is to turn the B5129 from a road into a street, into a place, with its own character that reflects Shotton, its history and its future. There is therefore an opportunity to create a Design Code that can help ensure that, as changes and design proposals are introduced, they will tap into an overall vision and identity of the town and ensure they are of the highest quality and standards.

A part of the Design code will also be to help create a cohesive streetscape and character, through use of its materials, landscaping and design principles. It can also help create a unified shop frontage design guide, with the aim of reducing the current mish mash of styles to a more harmonious one. The analysis section of this document identifies that the first floor level of many of the shops are rich in architectural design and detailing. This however is currently being lost due to the busy nature of the ground floor. These features need to be identified and celebrated within the street as it creates a meaningful and present connection with Shotton's heritage.

**Creating a design guide for the whole street to help clarify the identity and vision of Shotton**

**Specifying the use of materials and landscaping to create a harmonious and unified street scene**

**A shop front design guide to encourage a move towards a unified design that minimises clutter**

**Develops a strategy whereby key buildings, frontages and first floor detailing is enhanced and celebrated within the street**





## PLACE OPPORTUNITIES- CROSS-ROADS OF CONNECTIVITY

The location of Shotton alongside the River Dee, with a number of national and long distance trails and a train station that connects the North Wales Coast with the Borderlands, is unique. The proximity of the town centre to the train station needs to be opened up, with Transport for Wales (TFW) planned investment in the interchange and stronger promotion of Shotton being on the Wales Coastal Path, national Sustrans routes, the Chester Millennium Gateway route and the local active travel network.

TFW's future infrastructure investment would improve accessibility between the High and Low Level stations and enhance frontage for dropping off and picking up passengers. With its location next to the River Dee, appealing to leisure visitors is an opportunity that Shotton can unlock with a more diverse food and drink offer as well as promoting the town as a walker/cyclist-friendly place. Local bike shops, water bottle points, secure cycle-stands, bike repair stations and other facilities can support local and day visitor needs.

The railway bridge needs to provide a canvas for promoting the connectivity of the place, its proximity to the River Dee, local nature, walking, cycling and being at a crossroads of rail. This should form a part of the Shotton identity.

**Transport for Wales Future Train Station  
Improvements that enhances  
accessibility and linkages**



**Improved signage for long distance trails from  
the River Dee to Shotton town centre**



**Business support for walking/cycling centred  
products and experiences**



**Animation of the Railway Bridge gateway  
entrance that promotes connectivity and  
proximity to River Dee and leisure trails**



## PLACE OPPORTUNITIES– A SOCIAL HEART

Shotton's community life is proud with its past role in steel-making and other heavy industries. As the industrial landscape has changed, it has lost its social heart through its diminishing clubs and institutions. Combined with the main Chester Road being traffic dominated, there is a need to rediscover and repossess a social focus for its community.

The Rivertown Church renewal project can realise this need as it sits at a central location, is an active organisation and is inclusive to a diversity of activities and users. How the building relates to its immediate public realm is important, with a need for an integrated approach to this community hub sitting within a street-based environment that is people-friendly.

Other opportunities to connect socially facing facilities within Shotton neighbourhoods should be developed through Active Travel and community facility investment projects and programmes. These should also link into active living, community events, greening projects and volunteering.

**Supporting community hub projects such as the Rivertown Church project that provides a social and well-being function.**

**To ensure public realm is social, encourages dwell and is an environment that feels safe, appealing and good to be in.**

**To ensure active travel investment connects community assets and facilities so they are accessible and well used.**





## PEOPLE OPPORTUNITIES-IDENTITY FOR SHOTTON

Shotton's pride in past steel-making, other heavy industries and being a railway town are key foundations to its DNA. Moving away from its past is difficult but for the town centre to flourish it needs to position itself to local residents and visitors.

An identity isn't about a logo and a strapline but about a campaign that resonates with the sense of place and its people. It needs to elevate its unique assets such as being the town by the side of the River Dee, its connectivity, access to nature and play, a High Street that is convenient and on the doorstep of employment, leisure and a step away from Chester.

There is a need to adopt a holistic approach to shaping an identity that is formed through the mix of town centre uses, social spaces, people-based streets that is part physical and part promotional. The physical element needs to centre around a design code, colour palette, signage and other details that brings together an identity that meets a set of values. Other ways of projecting an identity can happen through community art and smaller community projects that interpret the local culture and heritage of a place.

Promotional elements of an identity can take the form of a town centre campaign that could mentor and coach small businesses in creating the right experiences on the physical shop floor through to digital engagement. A wider community campaign

on buy/shop/eat/meeting up "local" also forms part of a collective identity that builds relationships and a cohesive offer. Meanwhile projects and trialling new activity in empty or underused spaces is also a good platform for testing new products and uses to understand if they meet local needs and if they form part of its identity.

**Design code for town centre that supports town palette, shop front design, signage, etc**

**Community-led branding initiatives – community art projects, murals, railway bridge, local photography campaign and other initiatives**

**Town centre business support that promotes "local" message and sense of place/ community through a blended approach that is on-street and digital**





## PEOPLE OPPORTUNITIES–COMMUNITY ACTIVISM

The role of the community in Shotton is key to its sense of belonging and how people undertake their daily lives.

Community networks and information sharing all help residents to understand what is on their doorstep, which helps direct footfall, activity, spend, loyalty and a cycle of local growth and well-being.

Linking into the social heart theme, there is also a need for community hubs within town centres that provide well-being support services, events and activities and signposting services. They also provide a springboard for community and social enterprises, which can plug specific services and underused/ vacant properties.

Volunteering also plays an important role in sustaining town centres like Shotton with opportunities to help with litter picks, tidying up, community planting, guided walks, street events and more.

Community activism also forms part of the Shotton identity, providing a warm welcome and sense of things happening within the community and High Street.

**Community networks and partnership opportunities**

**Public information points – on street and online**

**Volunteering – support, recruitment and co-ordination**

**Town centre events and activity support**





## PEOPLE OPPORTUNITIES–ACTIVE LIVING

The development of active public space that is accessible, connected, inclusive and adaptable for all needs can lead to active daily living. The compact nature of Shotton that takes you from your neighbourhood to your park to your town centre to the banks of the River Dee within 15 to 20 minutes is a key opportunity for people to engage with.

Community outreach activity to increase participation rates in physical activities can be realised through walking clubs, cycle hire, community growing projects and through indoor activities such as yoga, exercise classes as well as outdoor green gyms.

The modal shift for leisure, work and educational trips from vehicles to walking and cycling are to be promoted in conjunction with active travel and public transport investment.

**Actif North Wales project activity**



**Active travel network development linking into connectivity opportunities**



**Community outreach work that supports increased participation rates with established groups, the hard to reach and the wider community**



**Trialling activities that are low cost, accessible and bring people into the town centre such as walking, cycling and greening areas**



## PEOPLE OPPORTUNITIES-GREEN COMMUNITY

Opportunities to integrate green infrastructure and the role of greening/biodiversity within the wider place is key to improving the sense of place, local well-being and also addressing climate emergency challenges.

Greening town centre streets that create form and structure is a key priority in adding to public realm, places to sit as well as providing solar shade, absorbing rainwater runoff and supporting other forms of climate adaptation and resilience. Streets can also promote local growing, herb boxes and recipe cards to promote use of seasonal vegetables and local supply chains.

Green spaces, parks, recreation and sports grounds, footpaths, verges and other areas of greenery need to be linked together so local residents can access and engage with them. Opportunities to introduce additional tree planting, pollination areas and ground planting adds to local biodiversity and nature conservation. Opportunities for community growing should be explored where groups are formed and can manage underused land for productive purposes. This can form part of social prescribing linked to community health projects.

**Place based approach to town centre and Chester Road that integrates green infrastructure within street-based design improvements**

**Identify climate adaptation and mitigation measures through green infrastructure**

**Opportunities to add to existing green areas that enhances local biodiversity, dwell and community activity and well-being**

**Community health centred projects through planting and growing initiatives.**





## PEOPLE OPPORTUNITIES-UPSKILLING COMMUNITY

Place based activity and investment can open up training and upskilling opportunities for local residents, business and organisations.

Underused town centre spaces can provide opportunities for local comprehensive schools, Further Education (FE) colleges and other organisations to trial new ideas and enterprises that meet an untapped market. This can be linked to meanwhile and pop up activity as well as street-based events.

Local FE can also develop links with regeneration investment programmes with apprenticeships in brickwork, joinery and woodwork, plumbing and heating and other trades. Local supply chain promotion should also be encouraged that circulates purchasing and local growth. Training and apprenticeships in hair and beauty, hospitality and service sector should be developed with local High Street employers.

**Social clauses in regeneration projects and investments**

**Fostering links with local schools, FE colleges and other education providers to trial activities within a town centre setting**

**Provision of trade-based apprenticeships linked to physical regeneration investment**





## VISUALISING SUCCESS

The need to understand what success looks like is important when you are enabling and delivering change within a place like Shotton. It helps to understand the outcomes that you are reaching and the process you need to follow to meet these. Visualising success is also good for motivation and rally around a common purpose, building trust and relationships. It also importantly demonstrates to those organisations that are funding projects, that you are attaining your outputs and outcomes and shows a return on investment. The diagram shows examples of outputs and outcomes by theme, which form part of an evaluation framework that a place-based partnership would use to monitor progress.

### From a Road to a Street

#### OUTPUTS

- Number of walking/cycling movements
- Linear metres of active travel routes created or improved
- Total surface area of green infrastructure added or improved as a result of support
- Vehicle volume (counts) on B5129
- Number of bus passengers
- Air quality count
- Pedestrian footfall
- Vacancy rate
- Diversity of town centre uses and activities
- Town centre user dwell time
- Town centre user spend
- Town centre satisfaction
- Change in town centre user perception
- Improved crime rates within town centre

#### OUTCOMES

- Greater sense of place and local destination
- Improved health and well-being for the local community
- Increased mobility across the whole community
- Increased resilience to climate change
- Increased feeling of community safety
- Increased sense of welcome and community cohesion
- Local economic growth and sustainability



**Cross Roads of Connectivity****OUTPUTS**

1. Number of walking/cycling movements
2. Linear metres of active travel routes created or improved
3. Train passenger numbers to and from Shotton
4. Number of bus passengers
5. Increased use of Long Distance Paths and Trails (WCP, NCR)
6. Air quality count

**OUTCOMES**

1. Increased mobility across the whole community
2. Improved health and well-being for the local community
3. Increased resilience to climate change
4. Local economic growth and sustainability

**A Design Code for Shotton****OUTPUTS**

1. Number of businesses receiving financial support
2. Number of energy efficient business premises
3. Number of businesses receiving business support/coaching/mentoring
4. Diversity of town centre uses and activities
5. Vacancy rate
6. Local business growth
7. Number people economically active
8. Number of people employed
9. Pedestrian footfall
10. Town centre user dwell time
11. Town centre user spend
12. Town centre satisfaction
13. Change in town centre user perception

**OUTCOMES**

1. Increased mobility across the whole community
2. Improved health and well-being for the local community
3. Increased resilience to climate change
4. Local economic growth and sustainability



**A Social Heart****OUTPUTS**

1. Sqm of new community facilities improved
2. Number of community building users
3. Number of community groups supported
4. Number of new community groups formed
5. Number of people engaged in training
6. Number of people engaged in volunteering
7. Number of organisations receiving non-financial support
8. Number of people with improved social inclusion

**OUTCOMES**

1. Greater sense of community cohesion and welcome
2. Greater intergenerational working and partnerships
3. Enhanced community/social enterprise activity
4. Improved health and well-being for the local community
5. Increased feeling of community safety

**Identity for Shotton****OUTPUTS**

- Change in town centre user perception
- Pedestrian footfall
- Vacancy rate
- Diversity of town centre uses and activities
- Town centre user dwell time
- Town centre user spend
- Town centre satisfaction
- Number people economically active
- Number of people employed

**OUTCOMES**

- Greater sense of place and local destination
- Increased sense of welcome and community cohesion
- Local economic growth and sustainability



## Community Activism

## OUTPUTS

1. Number of existing community organisations supported
2. Number of new groups or organisations formed
3. Number of volunteers participating in community life
4. Number of networking events and activities
5. Number of community projects supported
6. Number of organisations receiving non-financial support
7. Number of people with improved social inclusion

## OUTCOMES

1. Capacity within the local community enhanced
2. Greater intergroup working and networking
3. Improved partnership working
4. Organisations are more viable and sustainable

## Active Living

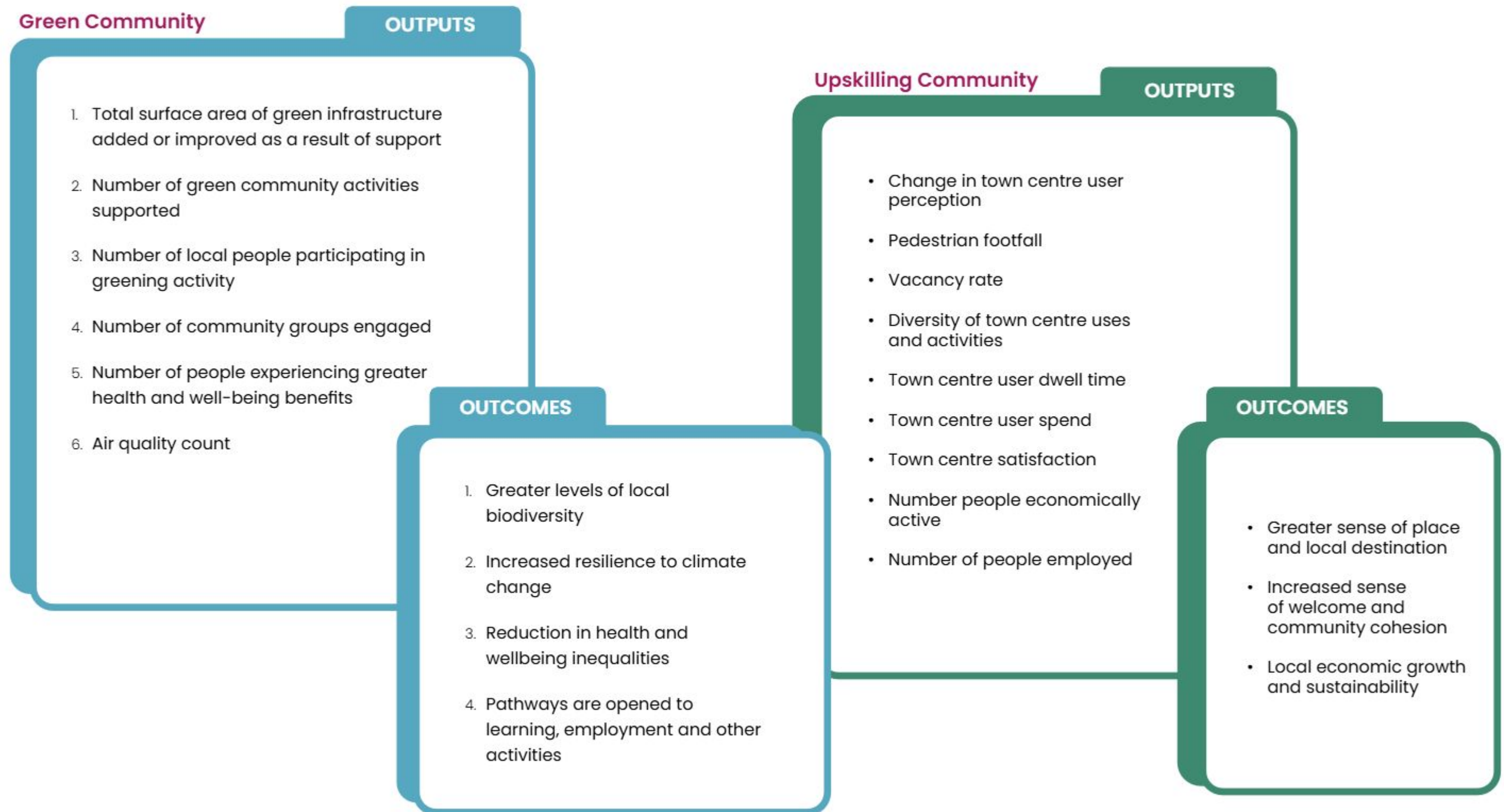
## OUTPUTS

1. Number of local people participating in physical activity
2. Number of community groups engaged
3. Number of people experiencing greater health and well-being benefits
4. Land (sqm) that is brought back into productive community use
5. Linear metres of active travel routes created or improved
6. Increased participation in walking and cycling

## OUTCOMES

1. Reduction in health and wellbeing inequalities
2. Pathways are opened to learning, employment and other activities







## WAYS OF WORKING

### Development & Delivery

Delivery of this Placemaking Plan is dependent on a partnership approach where strategic and local organisations bring their own individual objectives into a collective set of proposals that mutually benefit each other and importantly benefits Shotton town centre and its immediate neighbourhoods. The opportunities within this vision and strategy require different mixes of partners, resources and timetable for development and delivery.

The key success factors for delivery within a Placemaking setting include:

- Understanding individual strengths including knowledge, expertise and physical assets and how these can be aligned.
- Communication and co-ordination at both a strategic and implementation level.
- Working to a common design code that ensures consistency in built environment and public space and meets respective climate change and sustainability targets.
- Connecting the needs of local residents with various pathways to learning, health and well-being, physical activity and employment.
- Presenting a unified identity for a place like Shotton, whilst respecting individual organisations' identities.

### Partnership Working

The FCC Placemaking Plan process has already initiated a partnership approach since the need for a collaborative approach to Place Making across town centres in Flintshire was identified in June 2022.

The Council has an established Places Group, which is part of Economic Recovery Group governance structure. The purpose of the group is to achieve joined-up thinking, planning and delivery of priorities within town centres in relation to the built environment including redeveloping or improving properties, public realm improvements, green infrastructure and active travel initiatives. The group also has a role to discuss and agree funding priorities, including decision making for the use of funding available to the Council to implement Place Making.

A review of the Places Group was completed, and opportunities to improve its overall effectiveness were identified including i) Improve collaborative working and co-ordination of Place Making across the council, ii) develop an annual work programme reflective of place making activity being led by different services/ officers across the council and improve the monitoring and reporting of Place Making activity and delivery against approved Place Making Plans.



Flintshire has also established a People-focused services group which, covers a range of mainly external bodies and organisations that have a people-focused element in their provision. Some internal Flintshire County Council services are also represented. This group includes representatives from the Betsi Cadwaladr University Health Board, North Wales Police, Flintshire Local Voluntary Council, amongst other organisations.

In growing this partnership approach, the Placemaking Plan needs to consider local, grass roots community groups as well as the local business sector, so that an equitable public, private community/voluntary sector alliance is formed. What form the partnership takes needs further discussion between organisations, so that it has an agreed purpose, aims and objectives, the right scale of operation, values and ways of working. Such a partnership would need to be designed so that it:

- Supports, enables and co-delivers place based action in Shotton
- Provides a common space for organisations to share ideas and solutions
- Promotes Shotton within and outside of the local community and
- Makes the place better now and for future generations

