



# SHOTTON PLACE EXECUTIVE

# MAKING PLAN SUMMARY



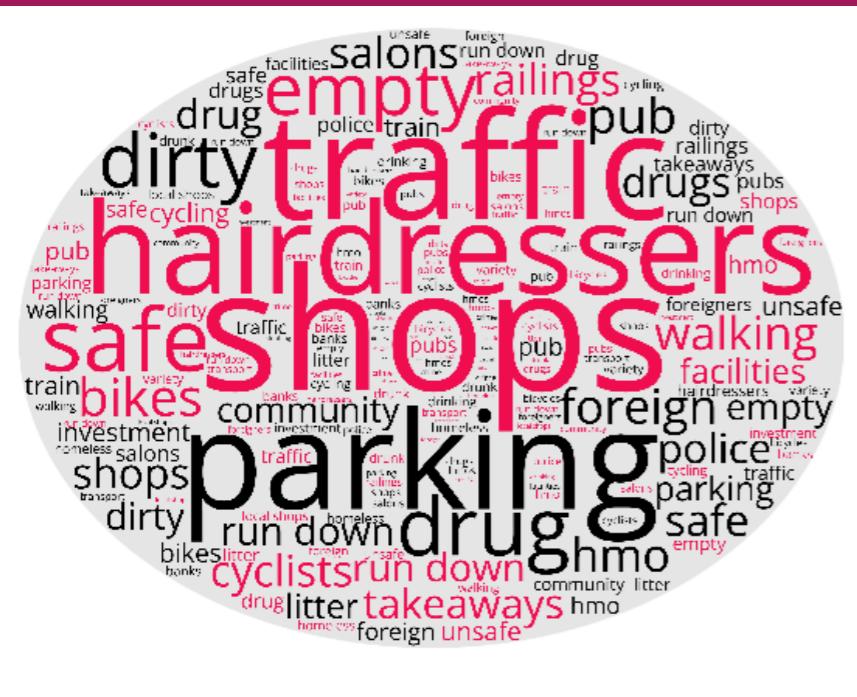
## EXECUTIVE SUMMARY

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 the County that includes, Buckley, Connah's Quay, Flint, Holywell, Mold, Queensferry and Shotton.

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 levering 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.



## Shotton's Challenges



- 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.
  - 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.
  - Environmental and commercial assessments, along with the community consultation 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. It also directs

us to 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.

- 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.
  - 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.
  - The lack of greenery has been identified through community consultations and through 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.

## OUR VISION FOR SHOTTON



### Vision

Shotton – a proud community by the side of the River Dee where streets join together local shops, places to meet, green spaces, local enterprise and reach out into the borderlands of North East Wales.



### Key Aims

To change Chester Road into a characterful street that greets local people, creates dwell and sense of a neighbourhood and reveals the identity of Shotton.

To exploit Shotton's location by the River Dee, its unique High and Low level rail connections, local distance trails, accessing green space and water, and more.

To improve the well-being of the Shotton community through connected streets, social hubs, productive activity creating a warm welcome for all.

To ensure local people can access learning and have a diversity of pathways to employment with Shotton helping peoples' mobility, community education, entrepreneurship and local apprenticeships.



## PLACE BASED OPPORTUNITIES



**From a Road into a Street**

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 quality of the environment and creating a more social place.



**A Design Code for Shotton**

A key aim 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. A part of this design code will also be to help create a cohesive streetscape and character, through use of its materials, landscaping and design principles. Our analysis 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 however need to be identified and celebrated within the street as it creates a meaningful and present connection with Shotton's heritage.



**A Cross Roads of Connectivity**

The location of Shotton alongside the River Dee, 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's (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.



**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.

## PEOPLE BASED 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. 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. 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.



**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.



**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.



**Upskilling Community**

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 sectors should be developed with local High Street employers.

## PEOPLE BASED OPPORTUNITIES ...



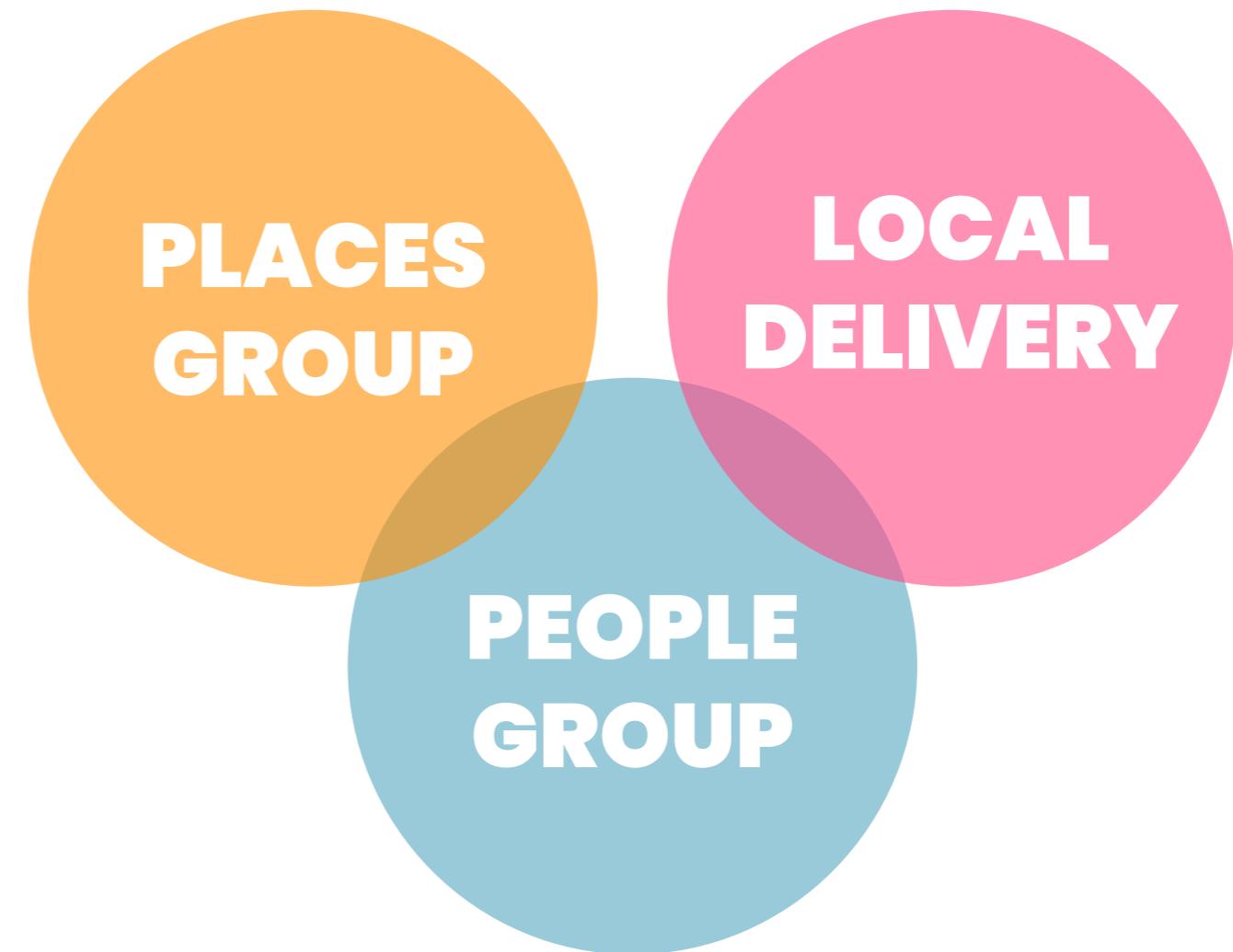
**Green Community**

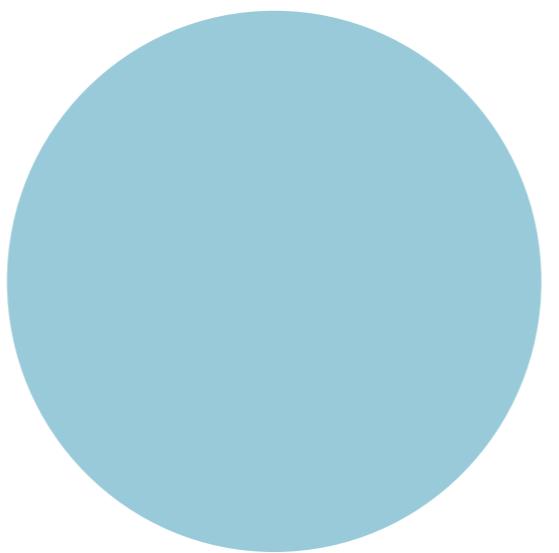
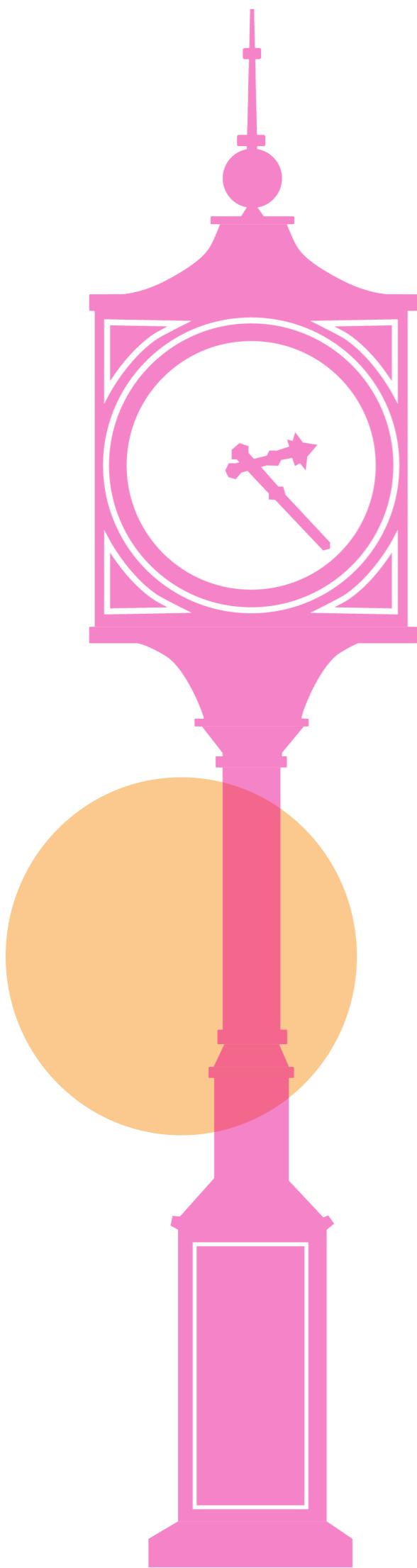
Opportunities to integrate green infrastructure and the role of greening/biodiversity within the wider place is key to improving the sense of place, local well-being and also addressing climate emergency challenges. Greening town centre streets that create form and structure is a key priority in adding 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 use of 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 them and engage with them. Opportunities to introduce additional tree planting, pollination areas and ground planting adds to local biodiversity and nature conservation.

## GOING FORWARD

Delivery of this Placemaking Plan is dependent on a partnership approach where groups and organisations mutually come together to develop and make change happen in Shotton town centre and its immediate neighbourhoods. The opportunities within this Place Making Plan require different mixes of partners, resources and timetable for development and delivery.





place making  
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