

CABINET

Date of Meeting	Tuesday, 16 th February 2021
Report Subject	Development of Shotton Master Plan
Cabinet Member	Cabinet Member for Economic Development
Report Author	Chief Officer (Streetscene and Transportation)
Type of Report	Strategic

EXECUTIVE SUMMARY

Shotton is one of the largest towns in Flintshire with good local facilities and excellent transport links to the local and regional bus, rail, active travel and highway networks. There are also many areas within the town that have significant potential for development opportunities.

Over the past few years, the Council and Local Members have received a growing number of concerns and complaints about antisocial behaviour and other environmental issues which, if left unchecked, will blight the area and undermine local efforts to keep the town clean and tidy and ensure that it remains a place where people want to live, visit and work.

In order to deal with these issues and maximise the positives and potential opportunities for the town, it is proposed that Cabinet support the development of a Multi-Agency Steering Group to develop and oversee the delivery of a Shotton Master Plan. The plan will bring the right people together with the aim of regenerating and delivering the required improvements to the town centre and surrounding area to help ensure the town fulfils its true potential.

RECOMMENDATIONS

1	That Cabinet approves the development of a Master Plan for the Shotton area.
2	That a further report seeking approval of the Master Plan is presented to Cabinet for approval in July 2021.

REPORT DETAILS

1.00	EXPLAINING THE PROPOSALS FOR A SHOTTON MASTER PLAN
1.01	<p>Shotton is a busy town with good local facilities and excellent transport links to the local and regional bus, rail, active travel and highway networks. There are also many areas within the town that possess significant potential for development opportunities.</p>
1.02	<p>Over recent years the Council has received a growing number of complaints about antisocial behaviour and concerns regarding other environmental issues within the Shotton area which, if left unchecked, will blight the area and undermine local efforts to keep the town clean and tidy and a place where people want to live, visit and work.</p>
1.03	<p>In order to deal with these issues and maximise the positives and potential opportunities for the town, a Multi-Agency Steering Group has been developed. The aim of the Steering Group is to create a Master Plan of regeneration for the town and surrounding areas which will decide its future direction over the next 5 to 10 years.</p> <p>The Plan will include short, medium and longer term targets for the regeneration work and will include measurable outcomes and objectives for the project.</p> <p>The Plan will be managed using the recognised Project Management template with regular reports being provided to the Council's Cabinet, Local Members and the Town Council on progress.</p>
1.04	<p>The Steering Group will be made up of representatives of Flintshire County Council, Local Members and North Wales Police and will look to engage with wider stakeholders, as appropriate. It will be the role of the Group to oversee delivery of the Plan and ensure that the commitments made within the document are delivered. A dedicated resource has been made available to project manage the development and early delivery of the project. The Project Manager will be a permanent member of the Steering Group and facilitate the meetings and ensure that progress against objectives is being maintained.</p>
1.05	<p>It is proposed that a number of Working Groups sit under the Steering Group to deliver actions on agreed priorities in specific areas. These Working Groups will focus on the following key thematic areas:</p> <ul style="list-style-type: none">• Community Resilience;• Education, Encouragement and Enforcement;• Environment; and• Infrastructure and Investment.
1.06	<p>Each Working Group will have a nominated Council Lead Officer, with clear terms of reference, and will provide regular reports to the Steering Group.</p>

1.07	The individual Working Groups will include representatives from Flintshire County Council and wider partners and stakeholders, as required by the objectives for each group.
1.08	A facilitated workshop was held in January 2021 during which the initial aims, objectives and desired outcomes of the Shotton Master Plan were discussed.
1.09	A further report will be presented to Cabinet in July, seeking approval of the completed Masterplan.

2.00	RESOURCE IMPLICATIONS
2.01	A Chief Officer will represent the Council at Steering Group meetings, which will also be attended by Local Members.
2.02	A Council Officer will each lead one of the four thematic Working Groups, with other Council Officers forming part of the Working Groups as appropriate.
2.03	A dedicated Project Manager to manage the process will be provided by the Council, as nominated by the Chief Executive.
2.04	Administrative support will also be provided by the Council, as required.
2.05	There is potential to integrate or align potential upcoming infrastructure projects with the Shotton Master Plan, to include the John Summers Site Total Vision, DLC and Shotton Care and Repair land and assets.

3.00	IMPACT ASSESSMENT AND RISK MANAGEMENT				
3.01	<p>Ways of Working (Sustainable Development) Principles Impact</p> <table border="1"> <tr> <td>Long-term</td> <td> <p>Positive</p> <p>Successful regeneration takes time and as such the Shotton Master Plan will span a number of years, aiming to address both the current presenting issues as well as capitalising on longer-term regeneration opportunities for the area.</p> <p>Priority actions will be identified for the short-term (within 12 months), medium term (within one to two years) and longer-term (two years plus). Actions will complement one another to achieve overall aims and objectives over the longer-term.</p> </td> </tr> <tr> <td>Prevention</td> <td> <p>Positive</p> <p>Acting now to prevent locality issues from escalating will support the Council in achieving its wellbeing objectives.</p> </td> </tr> </table>	Long-term	<p>Positive</p> <p>Successful regeneration takes time and as such the Shotton Master Plan will span a number of years, aiming to address both the current presenting issues as well as capitalising on longer-term regeneration opportunities for the area.</p> <p>Priority actions will be identified for the short-term (within 12 months), medium term (within one to two years) and longer-term (two years plus). Actions will complement one another to achieve overall aims and objectives over the longer-term.</p>	Prevention	<p>Positive</p> <p>Acting now to prevent locality issues from escalating will support the Council in achieving its wellbeing objectives.</p>
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3.03	Flintshire County Council's Wellbeing Objectives	
	Ambitious Council	Positive The Shotton Master Plan aims to support economic growth and regeneration in the area, with the potential strengthening of transport links and infrastructure.
	Achieving Council	Positive This is a collaborative project where organisations will work together to provide services that promote quality of life in the community.
	Caring Council	Positive One of the aims of the Shotton Master Plan is for partner agencies to work together to prevent and tackle crime, disorder and anti-social behaviour.
	Connected Council	Positive The Shotton Master Plan has a thematic Working Group focused around community matters and issues, which will include working with communities to support them to be resilient.
	Green Council	Positive The Shotton Master Plan has a thematic Working Group dedicated to environmental matters, including improving the areas waste and recycling performance.
	Learning Council	Neutral

4.00	CONSULTATIONS REQUIRED/CARRIED OUT
4.01	With the Leader and Deputy of the Council.
4.02	With Local Members.

5.00	APPENDICES
5.01	Not applicable.

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	Link to Flint Masterplan – for information and as an example: https://www.flintshire.gov.uk/en/PDFFiles/SHARP/Flint-Masterplan.pdf

7.00	CONTACT OFFICER DETAILS
7.01	<p>Contact Officer: Kelly Oldham-Jones – Income Generation and Marketing Manager</p> <p>Telephone: 01352 702143</p> <p>E-mail: kelly.oldham-jones@flintshire.gov.uk</p>

8.00	GLOSSARY OF TERMS
8.01	<p>Master Plan: In this context it is the plan that sets out the intentions, aims and priority actions for the Shotton area over the coming five to 10 years.</p> <p>Regeneration: In this context regeneration of the area includes improving and reforming the area, with the potential for sustainable development and transformation.</p> <p>DLC: Deeside Leisure Centre</p>