



Strategic Development Framework Plan for the River Tyne North Bank

Final Report

March 2010

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1. INTRODUCTION

Background and Scope of the Study

- 1.1 GVA Grimley was commissioned by North Tyneside Council (NTC), Newcastle City Council (NCC), One North East (ONE) and the Homes and Communities Agency (HCA) in October 2008, to lead a multidisciplinary team in preparing a Strategic Development Framework Plan (SDFP), Masterplan and Delivery Strategy for the regeneration of a 600 hectare area on the North Bank of the River Tyne which stretches from the Walker Riverside Industrial Park in Newcastle to the Smiths Dock in North Shields.
- 1.2 The study is being led by GVA Grimley Ltd supported by a sub-consultant team with a broad range of experience and expertise. This includes:
- **GVA Grimley** – regeneration, property development and delivery;
 - **EDAW** - economic development, physical analysis, masterplanning and design;
 - **Lend Lease** - project programming;
 - **Parsons Brinckerhoff** - marine, civil, highway engineering, environmental, heritage and transport;
 - **Kevin Murray Associates** - place making and community engagement experience;
 - The **Archaeological Services of Durham University** and the marine engineering consultancy of **Beckett Rankine** will also be included within the engineering services coordinated by Parsons Brinckerhoff.

Study Area

- 1.3 The study area is currently characterised by a number of declining and disjointed land-uses including pockets of strategic employment uses adjacent to large areas of redundant and semi-redundant land, under-utilised quayside and infrastructure uses and small areas of isolated residential neighbourhoods.
- 1.4 The study area includes almost 10 kilometres of riverfront, which has been the focus of industrial and marine development over the last 200 years, resulting in significant dock infrastructure. As a consequence large areas of the waterfront are publicly inaccessible and in private ownership and use.

- 1.5 The area has been identified as a key opportunity area with considerable potential for regeneration which could contribute to the local and regional economy and benefit local communities.
- 1.6 In order to achieve this potential, a strategic development framework plan is required to set the context for future change that seeks to complement existing proposals elsewhere in the sub-region. This includes those being delivered within North Tyneside, Newcastle and South Tyneside.
- 1.7 The figure below presents an aerial photograph of the study area.

Figure 1.1 River Tyne North Bank Study Area



Aims of the Study

- 1.8 The main aim of the SDFP is to put a strategy in place for the River Tyne North Bank area to guide regeneration activity in the area over the next 15 - 20 years.
- 1.9 The SDFP is supported by a masterplan for the Wallsend and Willington Quay areas that identifies key sites for regeneration including Wallsend town centre and the Swan Hunter shipyard. The conceptual masterplan identifies opportunities for improving the

heritage/tourism offer at Segedunum, public realm and community access to the River Tyne and a range of transport, utility and infrastructure improvements that will assist in bringing back redundant riverside sites into productive employment use in the future.

Objectives of the Study

1.10 The study objectives are set out below:

- Ensuring optimum uses for the area, to create a vibrant and vital district for living, working and leisure;
- Maximising the potential for reconnecting communities with the River Tyne;
- Planning for the provision of excellent accessibility and linkages between the riverside site, the town centre and adjacent neighbourhoods, maximising the opportunities for transport and movement by means other than the car;
- Optimising the environmental, social and economic sustainability of the redevelopment, both through the physical developments and the implementation process;
- Ensuring that the local community and key stakeholders are positively engaged in the process and that the final product is one which local people can take ownership of and have confidence and pride in its content; and
- Ensuring that the regeneration, particularly of the town centre, can be an exemplar for good design and sustainable development.

Structure of the Report

1.11 The report is divided into the following three parts.

- The first part presents the work that has been undertaken to prepare the Strategic Development Framework Plan;
- The second part of the Report presents the work that has been undertaken to prepare the Masterplan and options for key development opportunity sites within the Wallsend, Willington Quay and East Howdon areas.
- The third part of the report presents the Strategy for delivering the Strategic Development Framework Plan and the Next Steps.

1.12 Reference is made throughout the document to the detailed technical analysis which was undertaken in the Baseline Report. The Baseline Report provided a comprehensive assessment of the following:

- The strategic economic context;
- Market analysis;
- Policy review;
- Demographic and socio - economic analysis;
- Physical analysis;
- Archaeology and heritage;
- Market opportunities;
- Transport, utilities and marine infrastructure and;
- Key issues and opportunities for change;

1.13 The analysis contained within the Baseline Report contributes to the underlying 'Evidence Base' which supports the proposed intervention measures in the area. The Baseline Report was approved by the Project Board in March 2009 and a summary of the key points presented in the Report is presented in Part 1 of the report.

1.14 The Report is divided into the following sections.

PART 1: THE STRATEGIC DEVELOPMENT FRAMEWORK PLAN

- Section 2: Background;
- Section 3: Economic Analysis;
- Section 4: Policy Review;
- Section 5: Demographic and Socio – Economic Analysis;
- Section 6: Physical Analysis;
- Section 7: Archaeology and Heritage;
- Section 8: Market Opportunities;
- Section 9: Transport, Utilities and Marine Infrastructure;
- Section 10: Key Issues and Opportunities for Change;

- Section 11: Vision and Strategic Objectives;
- Section 12: Option Development and Engagement;
- Section 13: Strategic Development Framework Plan;

PART 2: MASTERPLAN – VISION FOR WALLSEND

- Section 14: Background to the Preparation of the Masterplan;
- Section 15: Vision for the Redevelopment of the Swan Hunter Shipyard;
- Section 16: Vision for the Waterfront from Swan Hunter to Willington Gut;
- Section 17: Vision for the Waterfront from Willington Gut to Howdon Yard;
- Section 18: Vision for the Regeneration of Wallsend Town Centre;
- Section 19: Vision for the Regeneration of Other Areas

PART 3: DELIVERY STRATEGY AND NEXT STEPS

- Section 20: Delivery Strategy;
- Section 21: Development Programme;
- Section 22: Cost and Funding Considerations;
- Section 23: Appraisal of Costs and Benefits;
- Section 24: Programme Implementation Structure, Partnering Arrangements and Delivery Models;
- Section 25: Planning and Development Framework;
- Section 26: Ongoing Consultation and Marketing;
- Section 27: Conclusions and Next Steps.

PART 1: STRATEGIC DEVELOPMENT FRAMEWORK PLAN

2. BACKGROUND

2.1 This Part of the report presents the work that was undertaken to prepare the Strategic Development Framework Plan for the Area.

2.2 The analysis is presented under the following headings:

- Economic Analysis;
- Policy Review;
- Demographic and Socio – Economic Analysis;
- Physical Analysis;
- Archaeology and Heritage;
- Transport, Utilities and Marine Infrastructure;
- Key Issues and Opportunities for Change;
- Vision and Strategic Objectives;
- Option Development and Engagement;
- Strategic Development Framework Plan;

3. ECONOMIC ANALYSIS

Introduction

- 3.1 A comprehensive economic analysis has been undertaken to understand the current and potential future role of the River Tyne North Bank area within the wider city and region.
- 3.2 An understanding of the wider trends and opportunities assists in providing an economic rationale for change which in turn informs the future direction for both the economic strategy and spatial development of the area.
- 3.3 This section of the report provides an understanding of the role of the study area within the wider economic context and presents the strategy for economic change. This analysis was undertaken during 2009.
- 3.4 The economic analysis is presented under the following headings:
- The wider economic context;
 - The River Tyne North Bank economy;
 - North Tyneside: Index of Economic Resilience and Recovery;
 - Economic Strategy.

The Wider Economic Context

Globalisation and technological change

- 3.5 National economies across the world are becoming increasingly inter-connected as markets become more open, capital, goods and services become more mobile and communication and technological changes improve market integration, thereby reducing transaction costs.
- 3.6 In order to remain competitive in a global economy the UK needs to increase its output in the higher value added service and manufacturing sectors, particularly in areas where goods and services can be exported. Ultimately this places an emphasis on increasing skills and encouraging innovation within UK firms to respond to changes in demand and maintain the UK's position in terms of foreign direct investment.

Global uncertainty

- 3.7 As noted above the economies of nations across the globe are increasingly connected and the recent disruption in financial markets has demonstrated how changes in one part of the global economy can quickly be transmitted to other regions.
- 3.8 Whilst some stability has returned to the UK, the UK economy is in recession and is likely to contract in terms of output and employment. There is little consensus on the likely duration of the recession but if the experience of the early 1990s is repeated, output levels will return to pre-recession levels by 2012 whilst employment is likely to take longer to recover returning to pre-recession levels only by 2016.

Investment

- 3.9 As the UK economy has entered a period of recession the approach to investment will become more risk averse as individuals, businesses and funds with money will look to limit their exposure to certain market areas that are more susceptible to cyclical change such as the construction, manufacturing and retail sectors.

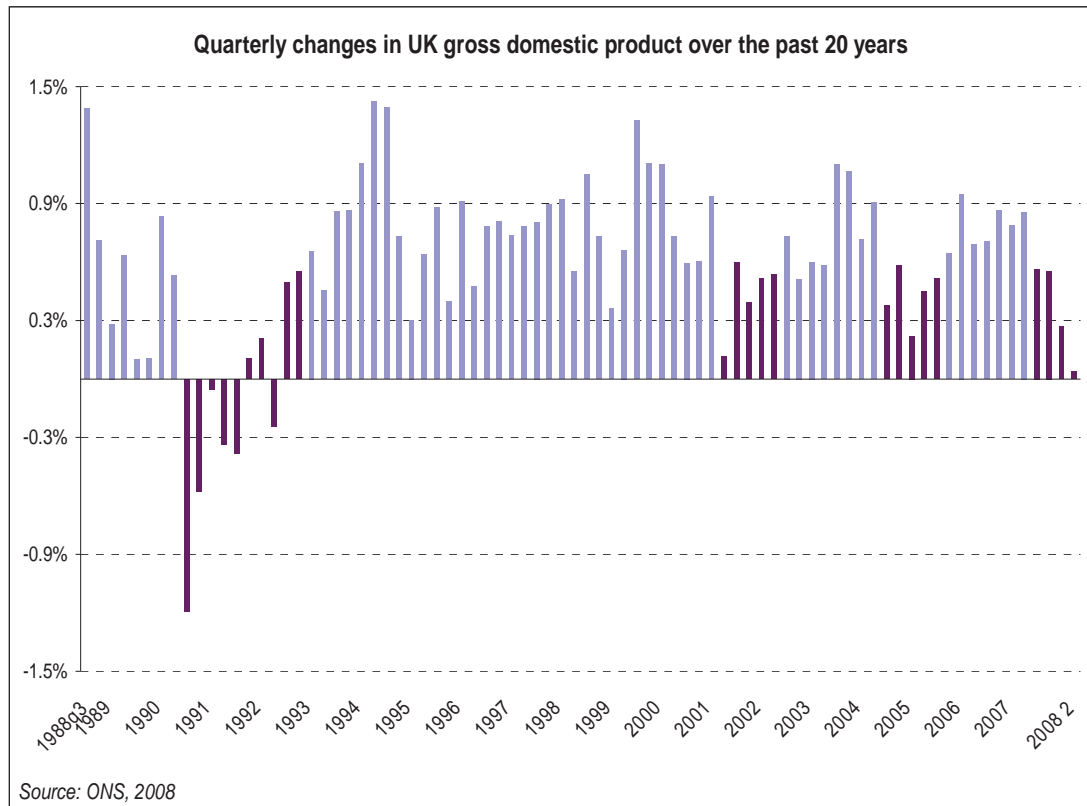
Sectoral mix

- 3.10 Towns, cities and areas which have high proportions of employment in these types of sectors are likely to experience a significantly greater negative impact from the recession as job losses take effect. Recent experience has seen a significant contraction in the house building sector and the number of housing completions, difficulties within the car manufacturing industry and a reduction in high street sales for retailers.

How long will the recession last? Previous experience

- 3.11 The last recession in the UK was in 1991 when the UK experienced negative output growth. In this period output growth took two years to return to pre-recession levels.
- 3.12 Since 1991 there have been major changes in the UK economy with ongoing restructuring within the manufacturing sector, the increasing dominance of the service sector and in particular the significant growth in financial and business services which has driven much of the employment and productivity growth in the UK.
- 3.13 Figure 3.1 below illustrates the quarterly changes in gross domestic product over the past 20 years.

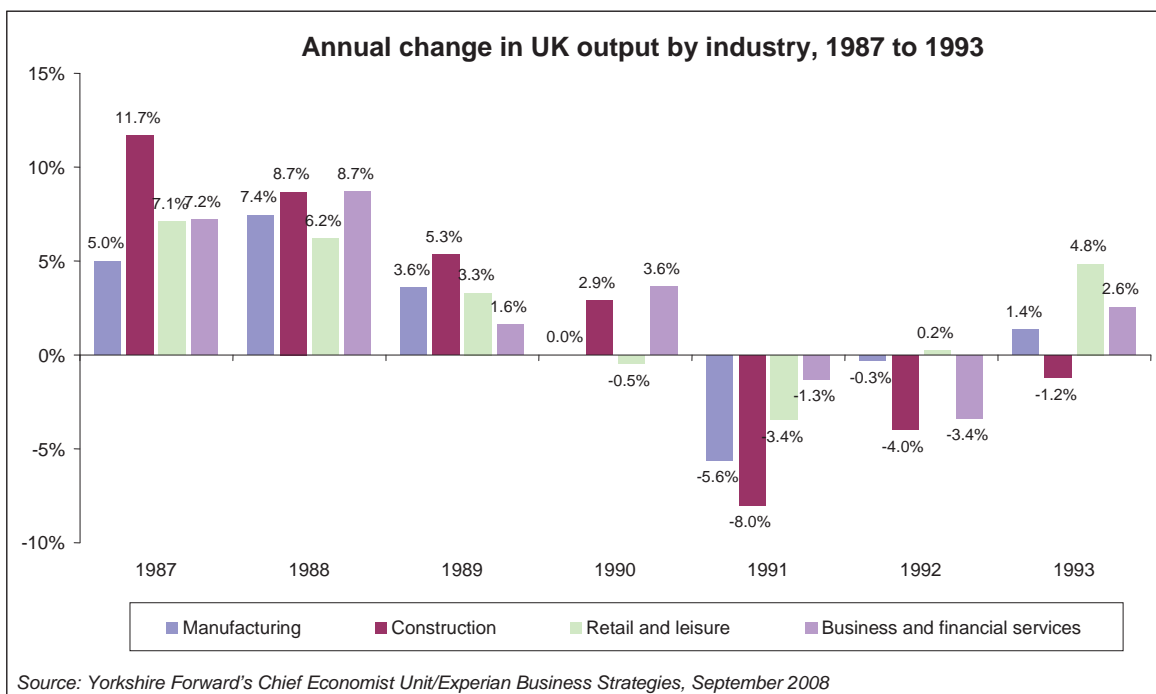
Figure 3.1: Quarterly changes in gross domestic product over the past 20 years



3.14 The previous recession has been described as ‘manufacturing led’ with the sector feeling major impacts in terms of output and employment. The significant decline in output was in manufacturing and construction in 1991 and at the time manufacturing accounted for a very high proportion of UK output. While business and financial services experienced a decline in two annual periods, only one year was significant and there was a strong correction in 1993, as indicated in Figure 3.2.

3.15 In the current recession manufacturing is again likely to be adversely affected, with a significant impact on productivity and employment, but the sector accounts for a much smaller share of employment now than in 1991. Whilst the impact on the financial and business services sector was limited in 1991, the experience is likely to be different in the current recession given both the comparative size of the sector and the current problems with the UK and world financial systems.

Figure 3.2: Annual changes in UK output by Industry, 1987 to 1993



The current recession

- 3.16 The escalation of the credit crunch has necessitated a number of state bailouts, as well as government intervention in the banking sector in the UK and across the globe. Though the measures taken have restored some confidence in the banking sector and financial system, the short-term outlook for the financial services industry remains poor. Meanwhile, there is the risk of big wealth losses from housing and equities and the subsequent possibility that as households become more cautious about borrowing, they spend less and save more.
- 3.17 Recent high levels of inflation and the decline of sterling have added to the chances of a deep recession. A weak world economy also poses a major threat to economic growth in the UK with domestic demand remaining weak. Exports are critical to staving off a severe recession.
- 3.18 However, there are arguments as to why a severe recession may be avoided. Firstly the fall in the pound has boosted competitiveness by reducing the relative costs of labour and exports. While the reduction of expenditure in the household sector arguably poses the most significant risk to the economy, the household debt servicing ratio is not excessive, due to low interest rates. Gross interest payments are well below the 15% of disposable income seen in

the early 1990s and with the recent cuts in base rates, debt servicing levels are manageable despite the high overall level of debt.

- 3.19 In addition, oil and commodity prices have fallen significantly since July 2008 despite the weak pound. This has led to falls in petrol prices and should eventually lead to lower energy costs. Having said this, recent decisions to limit oil production in order to halt further price falls add additional uncertainty to energy prices. Predicting the likely impact on households and businesses is therefore difficult over the longer term.
- 3.20 Over recent months all of the factors that threaten a severe recession have intensified, while only the lower oil price and fall in the pound provide any positive signs.
- 3.21 Whilst there can be no certainty as to the duration, many commentators are predicting a mild recession. However a great deal of uncertainty remains, particularly surrounding the credit crunch. If liquidity and confidence does not improve in this context, the possibility of a deeper recession like that of the early 1980s and 1990s is significantly increased.

Government Intervention

- 3.22 As noted previously, the Government has already taken measures to stabilise the UK's financial system with a series of bailouts and in some cases nationalisation. In addition, the Government has recently announced (2009) their intention to increase borrowing and public expenditure, bringing forward a series of programmes to buoy the economy at a time when the private sector is contracting.
- 3.23 Whilst these measures can help to reduce negative impacts on local economies in the short term there are costs to be borne over the medium to long term as this borrowing is repaid. The impact on public sector expenditure and employment over the medium term is uncertain.
- 3.24 Current conditions and historical evidence provides some indication of the future economic trajectory and impacts in the UK which can be used to understand the likely effects at a local level.
- 3.25 This provides important contextual information for the consideration of the River Tyne North Bank economy.

The River Tyne North Bank Economy

Overview

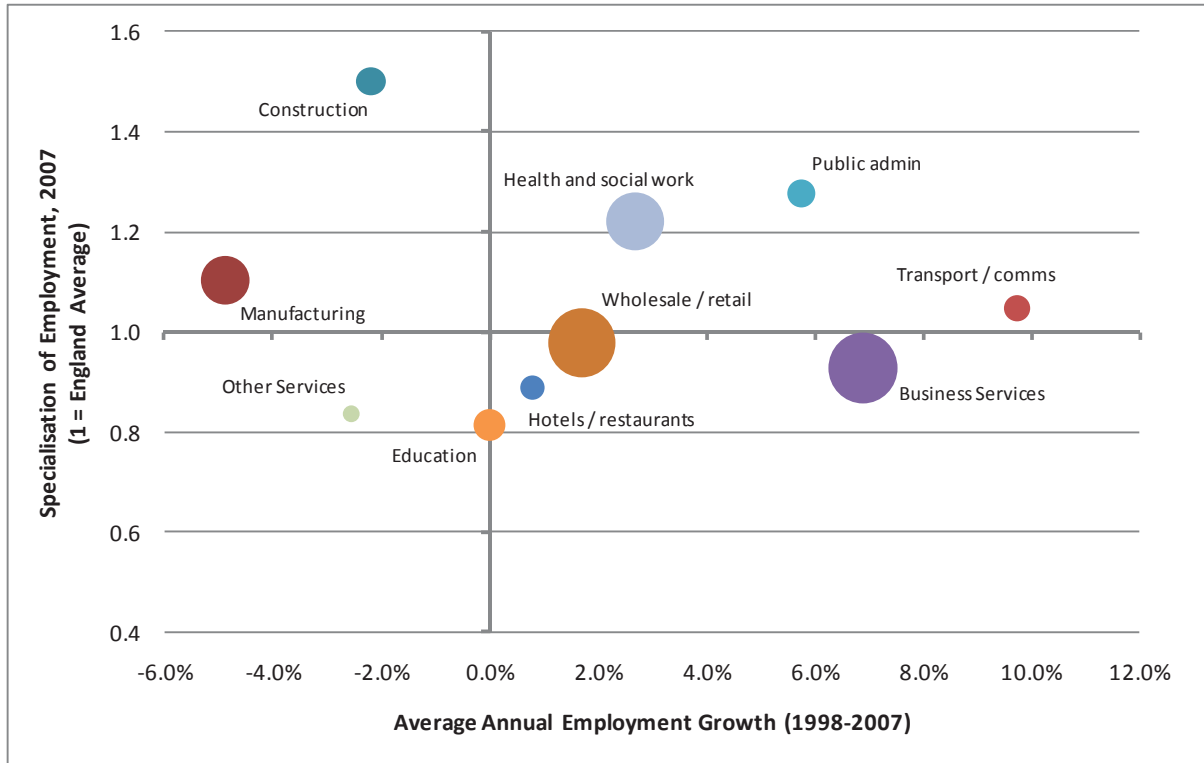
- 3.26 In economic terms, the North Bank economy has been in decline for a number of years, with the closure of Swan Hunters in 2006 bringing this sharply into focus. Indeed, over the last decade industrial restructuring has had a major impact on the both the physical and social fabric of the area. The once thriving riverside is now characterised by semi-redundant and underutilised sites and high levels of unemployment and economic inactivity. This is mirrored by comparatively low productivity in the economy with Gross Value Added (GVA) per head (although the highest in the sub-region) still lagging some way behind the national average, with the gap widening. *(GVA is a measure in economics of the value of goods and services produced in an area, industry or sector of an economy. In national accounts, GVA is defined as output minus intermediate consumption).*

Employment Growth and Specialisation in North Tyneside (2007)

- 3.27 Figure 3.3 presents a snapshot of the North Tyneside employment base in 2007, the period for which local data is most recently available. This data relates to the period prior to the current national recession and it is likely that the performance of particular sectors in recent months is markedly different to those presented here. However, the figure is useful in identifying any structural imbalances that existed prior to the recession and for highlighting areas of economic activity which could be supported or promoted as the national economy enters a recovery period.
- 3.28 The vertical axis measures the degree to which the area is specialised within a particular sector. Those sectors which account for a greater proportion of employment than the national average have a score of more than one, whereas those that are under-represented locally score below one. The horizontal axis measures the average annual growth rate of each sector since 1998 and the size of each bubble represents the scale of employment within each sector.
- 3.29 Employment within North Tyneside is more heavily concentrated within the public services, manufacturing, construction, and transport / communications sectors which account for a greater proportion of employment than at a national level.

3.30 Construction accounts for 50% more employment locally than the sector provides nationally. However this is a relatively small sector, providing approximately 4,800 jobs. This sector has declined in recent years by approximately 1,000 jobs.

Figure 3.3: Employment Growth and Specialisation in North Tyneside:



Source: Annual Business Enquiry

3.31 Employment within the manufacturing sector is 10% higher in North Tyneside than nationally and employs 7,900 people. As employment in this sector is larger than the construction sector, any fluctuations in employment are likely to be more significant. This is particularly relevant as employment within this sector has declined at an average of 5% a year since 1998. The overall decline between 1998 and 2007 in North Tyneside is in the order of 4,500 jobs, or 36% of the 1998 manufacturing employment base.

3.32 In relation to public sector employment, the health / social work and public administration sectors have experienced employment growth in recent years and account for a greater proportion of employment than at a national level (22% and 28% more in 2007 respectively).

3.33 Business services are the largest employment sector within North Tyneside, providing 11,500 local jobs. This sector has experienced significant growth at a local level since 1998. However, the district remains under-represented in this sector.

Challenges and Opportunities

3.34 The following highlights the key economic challenges and opportunities which face the North Bank area.

Challenges

3.35 Whilst the future sustainable economic growth of the area will in part be dependent on wider macroeconomic forces, our analysis has highlighted a number of challenges for further growth going forward. They include:

- High degree of worklessness (unemployment and inactivity);
- High long-term unemployment and Incapacity Benefit claimants;
- Continued reliance of manufacturing industry – manufacturing employment accounts for almost 30% of all employment, a figure that is three times the national average;
- Low incomes and low productivity occupations;
- Low levels of enterprise and self employment across the area. A stronger focus on enterprise and business support activities is required to improve the rate of business start-ups and facilitate a shift of the existing business base to encourage more value-added services;
- Education and skills deprivation is particularly acute within the North Bank area, particularly amongst new residents, acting as a barrier to their participation in the local labour market. This highlights not only the need to increase the level of productivity by pursuing investments in high value added manufacturing and service sectors, but also for this drive to include the local population in order to close this gap.

Opportunities

3.36 Economic success in other key sectors represents a significant driver for the regeneration of the North Bank. Although growth may be beset in the short term by the current recession, the development of marine engineering (renewables, sub sea technologies, oil and gas) has the potential to be a significant driver of economic growth, with latest Government commitments stating that 80% of energy will be from renewable sources by 2050. The offshore industries are playing an increasingly important role in achieving this. There is already an established global export industry based in the North East relating to the exploration of oil and gas, particularly in the sub-sea sector. As such, we have identified key opportunities for the region/area in relation to:

-
- Manufacturing wind turbines;
 - Establishment of offshore supply bases and associated supply chains;
 - Building on the existing sub-sea technology sector;
 - Adapting to new opportunities from the creation of energy using wind turbines;
 - Building on local area supply chain.
- 3.37 The market analysis and information obtained from ONE, NCC, NTC and businesses operating in this sector have indicated that while the overall economy is in recession, there is significant demand from business for both land and premises along the North Bank of the River Tyne, particularly for large sites with river access. Indeed, figures obtained from ONE indicate that demand for land currently exceeds the available supply. This is a key economic driver for regeneration in the area which has informed the preparation of the SDFP.
- 3.38 Recycling/waste management industries also have the potential to offer significant opportunities for employment growth over the medium term. Public sector employment will also continue to play a significant role in providing employment within the area and this is likely to remain the case, at least in the short to medium term.
- 3.39 Looking beyond the current market sentiment, a key challenge will be diversifying the economic specialisms for which the North Bank is known. Critical to this will be the need to enhance enterprise development and the competitiveness of the indigenous sectors whilst developing a strategy to capitalise fully from the growth of key sectors such as marine engineering.
- 3.40 Whilst it is helpful to consider additional future economic trends and projections, there can be no certain guide to what the future may hold. Ultimately there is a need for local partners to take a long term view, whatever the economic conditions at the current time. An upturn is anticipated over the medium term and it is essential not to lose sight of this during more challenging conditions in the short term. Therefore, the current downturn presents an opportunity to refocus and maximise potential land uses and target key sectors in the North Bank area to provide the context for growth in the future.
- 3.41 In addition to this there is an opportunity to build upon the established World Heritage site at Segedunum in order to expand the scope for tourism, heritage development and wider business opportunities in the area.
- 3.42 In summary, the analysis presented in this section of the report highlights the following:
-

- Considerable opportunities in high value and growth sectors;
- Significant demand and assets to provide attractive and competitive waterfront locations for new investment;
- A major opportunity to create something distinctive for the region.

North Tyneside: Index of Economic resilience and recovery

3.43 In response to the current recession, the Study Team has developed an **Index of Economic Resilience and Recovery** which uses a basket of indicators to assess the degree to which local economic growth has occurred in a sustainable manner. It identifies the strength and weaknesses of the local business base and labour market and identifies:

- The degree to which the local economy is exposed to national economic shocks;
- The ability of the local workforce and business base to adapt to changing economic circumstances;
- How well placed the local economy is to take advantage of economic opportunities once national demand begins to recover;
- Sectoral Mix: reflecting the degree of employment diversification, and the degree to which employment is based in nationally stable and knowledge intensive sectors;
- Workforce: reflecting the quality of human capital within the local labour market (measured through the availability of people with higher level skills), the ability of international in-migration to smooth fluctuations in employment over time and the speed at which locally unemployed people are able to access new employment opportunities;
- Enterprise: reflecting the dynamism within the local business base and measured by the level of self-employment, business density, and business registration rates;
- Labour Market: reflecting the degree to which residents are able to participate in the local economy by measuring the proportion of working age people with at least entry level skills, the speed at which the local economy fills advertised vacancies and the extent to which local residents are not dependent on long term benefits;
- Spatial Integration: reflecting the extent to which local economies may be able to exploit the agglomeration effect which characterises many larger economies which have large labour markets and the degree to which residents are able to access employment opportunities elsewhere.

- 3.44 The index can also help to identify how local economic growth can be promoted, by focussing on businesses and employees that are well positioned to adapt to changing economic circumstances.
- 3.45 Figure 3.4 show that North Tyneside is ranked 26th out of the 60 towns and cities which are included in the index, placing North Tyneside towards the middle of the ranking. Its closest performing towns are a mixture of smaller towns and cities that sit within larger conurbations and larger economies, including the core cities of Liverpool and Nottingham.

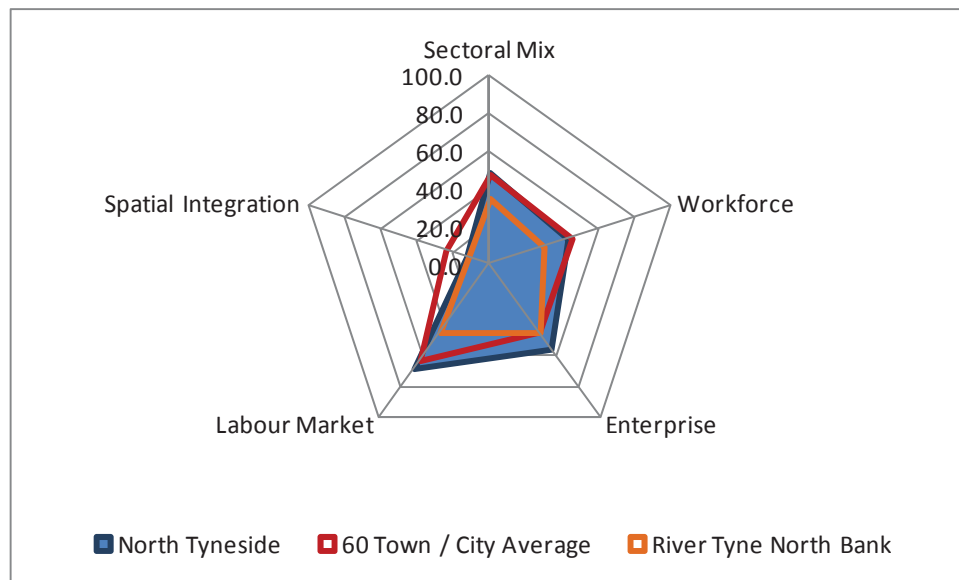
Figure 3.4: Index of Resilience and Recovery

Town	Score	Rank
Milton Keynes	46.4	22
Coventry	46.4	23
Bradford	46.4	24
Bury	46.2	25
North Tyneside	46.0	26
Sefton	45.9	27
Nottingham	45.7	28
Warrington	45.2	29
Liverpool	45.0	30

Source: EDAW 2009

- 3.46 Figure 3.5 shows how both North Tyneside and River Tyne North Bank compare to the 60 English City average (rather than in relation to the national average), as this reduces the extent to which rural and semi-rural areas may skew the average figures. It confirms that the economic picture in North Tyneside (blue) in recent years has been improving and shows many signs for encouragement, particularly in terms of creating a more diverse and resilient economy with:

- Less reliance on traditional declining sectors (40% reduction in manufacturing employment in a decade);
- Considerable employment growth in health and social work sectors;
- Strong employment growth in business services;
- A relatively strong and dynamic business base with rates above the core city average.

Figure 3.5: Comparison with 60 English City Average

- 3.47 In terms of sectoral mix, North Tyneside slightly outperforms the 60 city average. The River Tyne North Bank area however is significantly less diversified and has clearly captured less of the newer and more resilient public sector and business services employment.
- 3.48 North Tyneside performs in line with the city average for the sectoral mix, workforce and labour market domains. Its performance against the enterprise domain suggests that the district has a relatively dynamic business base, whereas the lower performance against the spatial integration domain reflects the smaller scale of the local economy.
- 3.49 North Tyneside performs well on the enterprise, labour market and workforce domains. This reflects the improving attainment rates on Key Stage 4 and GCSE passes at Grades A-C which is significantly above the regional average. In addition, North Tyneside has higher than average workforce skills. Conversely, the River Tyne North Bank area currently struggles on these domains and is further held back by the relatively high rates of economic inactivity and worklessness which is shown by the orange line in Figure 3.5.
- 3.50 North Tyneside's performance against each of the five domains can be explained by the following characteristics:
- **Sectoral Mix:** the level of employment that is within over-represented sectors, the public sector, or sectors that have historically been declining at the national level are broadly in line with the 60 city average;

- **Workforce:** the average length of claimants on Job Seekers Allowance is below the city average. The proportion of the workforce with higher level skills is only marginally below the 60 city average;
- **Enterprise:** both the proportion of people that are self-employed and the total number of VAT registered businesses per 1,000 people are broadly in line with the 60 city average. However, a higher rate of VAT registrations suggests that the local business base may be more dynamic than elsewhere;
- **Labour Market:** both the proportion of incapacity benefit claimants and the proportion of working age people that are unskilled (i.e. without Level 2 qualifications) are marginally below the 60 city average;
- **Spatial Integration:** The scale of the local economy (measured in terms of jobs) is significantly lower than many of the comparator cities, suggesting the North Tyneside is less able to benefit from the agglomeration effects associated with large economies. However, 50% of the local workforce access jobs outside of the city, suggesting that North Tyneside has a strong degree of connectivity with neighbouring economies (notably Newcastle-Upon-Tyne and, to a lesser extent, Gateshead).

3.51 Figure 3.6 presents a graph which shows a comparison with the 60 English City Average by domain. Each horizontal axis represents one of the index domains and the large red diamonds represent North Tyneside. The smaller blue diamonds represent the 59 other towns and cities included in the index. This graph has the advantage of illustrating the distribution of scores within each of the domains.

Economic Strategy

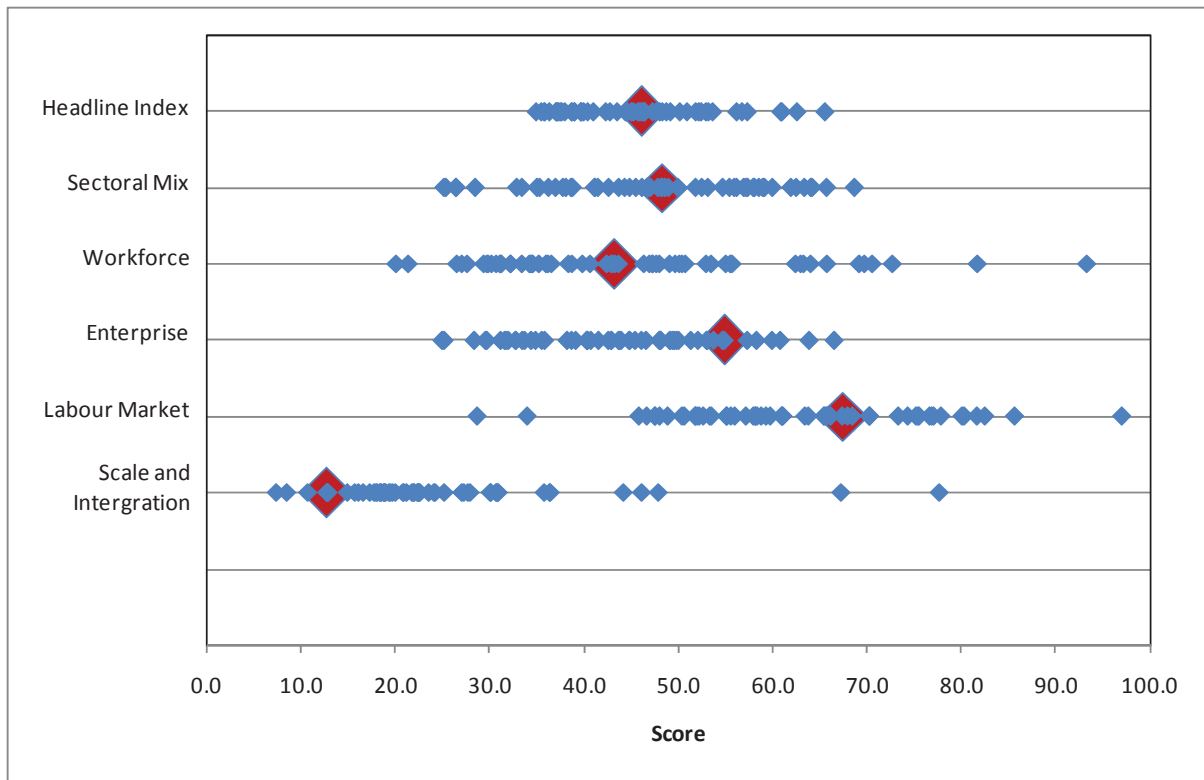
3.52 The following presents the opportunities in the study area and wider city region and regional economy given the context described above.

Demographics and deprivation

3.53 The North Bank study area has a growing population particularly in the working age bracket. However the high numbers of benefit claimants, high economic inactivity and unemployment rate demonstrate that the area hasn't been able to successfully tap into the employment and productivity growth experienced elsewhere in the city region economy and investment in both the people (through education and training) and infrastructure (through investment) is necessary to reverse this trend.

3.54 The population of Wallsend is growing quickly and, similar to the study area, the majority of incomers fall into the 25-44 age group; making for a large and increasing working age population. Despite this, high levels of benefit claimants, in particular IB claimants, pose as a much as a problem for the ward as for the wider borough. This suggests that the town would also benefit from actions targeted at improving residents' health and assisting them back into work.

Figure 3.6: Comparison with 60 English City Average by domain



Productivity: Gross Value added, earnings and incomes

3.55 GVA per employee at the city region level continues to lag behind the figures in the rest of the country and the gap is widening. This highlights the need to increase the level of productivity by investing in high value added manufacturing and service sectors. The analysis contained in this section of the report (and Section 2) shows that the North Bank area has considerable potential within the marine engineering sector and in specific markets including sub-sea technologies, oil and gas and renewables.

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- 3.56 The GVA per employee performance is partly explained by a pre-dominance of low skilled and low paid employment which is borne out by the analysis of residence and work based incomes and North Tyneside's occupational profile.

Labour market

- 3.57 North Tyneside enjoys good primary and secondary school performance. However, an increasing proportion of the borough's residents have no qualifications, which suggests that the borough's newer residents possess fewer qualifications than the existing population.
- 3.58 Education and skills deprivation is particularly acute in the study area which points to the need for specifically targeted action, to bring the level of qualifications up to the wider local authority level. Improved access to an expanded education and training offer could empower and enable newcomers and existing residents to participate in the local economy.

Key sectors for the region, city region and North Bank

- 3.59 The analysis contained in the following paragraphs highlights the key sectors for the study area which is based on a review of current employment and business data.
- 3.60 Figure 3.7 highlights the priority sectors in the North Bank, City Region and Region. The key sectors within the framework are based on a location quotient and growth analysis for recent years. At the regional level, the RES focuses on the 'Three Pillars' of Energy and the Environment, Healthcare and Health Sciences, and Process Industries. The North East's Science and Industry Council has been instrumental in developing the 'Three Pillar' priorities. These are defined as high value and growing sectors within which the North East has a particularly strong chance of achieving world leading competitive advantage in the 21st century, and one which will provide a platform for future economic growth.
- 3.61 The key messages from this are:
- There is significant policy support for the development of the marine engineering sector which is strongly represented within the RTNB area;
 - The marine sector is likely to contribute toward productivity growth but employment growth prospects are likely to be more limited;
 - Recycling/waste management industries could offer significant opportunities for employment growth over the medium term and this would fit well with the wider strategy

to develop the area as a location for environmental technologies/renewables/recycling sectors;

- In terms of the service sector public sector employment plays a significant role in providing employment within the area and this is likely to remain the case over the short to medium term.

Figure 3.7 Key sectors for the Region, City Region and North Bank

Regional¹	City regional²	North Bank³
<p><i>“Three Pillars”</i></p> <p>1. Energy and the Environment 2. Healthcare and Health Sciences 3. Process Industries (Chemicals/Pharmaceuticals/Hydrogen economy/Nanotech etc.)</p> <p><i>Broad specialisms</i></p> <p>Automotive Chemicals & Pharmaceuticals Commercial creative Defence and marine Energy Food and drink Health and social care Knowledge intensive business services Tourism and hospitality.</p>	<p>Energy and Environment Marine/Offshore engineering Process Industries Health Industries Biotech Food and Drink Manufacturing Automotive Construction Transport & distribution Tourism/retail</p>	<p>Marine Engineering Manufacturing – Basic metals, fabricated metals, rubber and plastic products, transport equipment Distribution Public administration Health & social work Recycling</p>

3.62 In addition, our review of the current policy and strategy documents has identified the opportunities for growth in the following two sectors in the study area:

- **Education sector** – various documents identify the potential for a new higher education facility in the area which could potentially involve research and development activities as well as having an academic/teaching function, and
- **Tourism/Leisure** – linked to the presence of Segedunum / Hadrian’s Wall within the area and leisure facilities such as the Wet ‘n Wild centre.

Key Objectives for the Economic strategy moving forward

3.63 Based upon the above analysis, a number of key objectives for the economic strategy have been identified to inform the preparation of the SDFP as set out below:

¹ Based on the regional economic strategy
² Based on the Tyne and Wear city region business case and development programme, projections from the North East Regional Spatial Strategy
³ Based on the North Tyne Riverbank Market Assessment Study by Parsons Brinkerhoff to identify employment growth sectors

- Create a 'sustainable and resilient' economy for the North Bank;
- The River Tyne North Bank must become a regional employment and productivity driver;
- Regeneration on the North Bank must benefit local communities by increasing levels of economic activity and skills;
- The scale of development potential and the unique competitive advantage of the waterfront employment sites should be maximised;

3.64 This analysis provides an important input to the consideration of key issues and opportunities which are outlined later in this part of the report.

4. POLICY REVIEW

- 4.1 This section briefly considers the policies, strategies and programmes at the national, regional, county and local level that will influence change and development in the River Tyne North Bank area. In developing any future programme for investment and intervention, it will be important to understand the overarching strategic policy framework to which the programme will be required to conform.
- 4.2 A more comprehensive assessment is outlined in the Baseline Report.

National Policy

Sub-National Review of Economic Development and Regeneration 2007

- 4.3 The Sub-National Review of Economic Development and Regeneration (SNR), published in July 2007 sets out how the Government can optimise the economic potential for English cities, regions and localities whilst tackling pockets of deprivation. Targeted responses to address the relatively high proportion of people with no qualifications and enabling more people who are in work to develop higher-level skills will be of primary importance.

Homes for the Future: More Affordable, More Sustainable, Green Paper 2007

- 4.4 The Government has set out a new target for the provision of new homes based upon a clear mismatch in the supply and demand for housing – the housing stock is growing by 185,000 a year and yet the number of households is projected to grow at 223,000. The new target is to deliver 2 million homes by 2016 and 3 million homes by 2020. By 2016, this roughly equates to the need for three for every two completions. There is an expectation that new housing needs to be much more sustainable for the future – zero carbon from 2016.

Sustainable Communities Plan – Homes for All (2005)

- 4.5 At a national level, the policy agenda places considerable emphasis upon establishing ‘Sustainable Communities’ defined as:

“places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and ran, and offer equality of opportunities and good services for all”.

- 4.6 Government launched the Sustainable Communities Plan⁴ in February 2003 as a long-term programme of action for delivering sustainable communities in both urban and rural areas. Amongst the specific challenges identified are affordability issues in the South, low demand in the North and required improvements to the quality of the environment in which people live.
- 4.7 In 2005 the Government expanded the remit of Sustainable Communities Agenda, launching two five-year plans: 'Homes for All'⁵ and 'People, Places and Prosperity'⁶. These placed increased importance on liveability issues, the provision of affordable housing – in particular developing solutions for low cost home ownership – the role of local communities in decision making, achieving high quality design and addressing social exclusion.
- 4.8 The regional impacts of this national policy are detailed within 'Sustainable Communities in the North East'⁷. This sets out Government's view that:
- While there is no current shortfall in house building in the North East the balance of the housing stock needs to change to meet contemporary aspirations. Against this context, 20% of the housing stock is potentially at risk from low or changing patterns of demand;
 - 55% of local authority housing falls below Decent Homes Standard with 6.5% of total stock defined as 'unfit;' and
 - There a significant regeneration challenge exists with 36% of the North East's population living in wards ranked in the 10% most deprived in England.
- 4.9 The Action Plan establishes policies for market restructuring; affordable housing and decent homes; addressing deprivation; crime; health; and liveability. The key features of the Action Plan involve creating communities which are economically prosperous; have decent affordable homes; safeguard the countryside; enjoy a well designed, accessible and pleasant living and working environment; and are effectively and fairly governed with a strong sense of community.

Northern Way Growth Strategy

- 4.10 The Northern Way was conceived in 2004 when John Prescott, the Deputy Prime Minister, invited the three northern regions to prepare a growth strategy to bridge the £30 billion output gap between the North and the rest of the UK. The Growth Strategy, published in Moving

⁴ ODPM (2003) Sustainable Communities: Building for the Future

⁵ ODPM (2005) Sustainable Communities: Housing for All

⁶ ODPM (2005) Sustainable Communities: People, Places and Prosperity

⁷ ODPM (2003) Sustainable Communities in the North East

Forward: The Northern Way (Sept 2004), provides a deliberately ambitious programme for change.

- 4.11 Two of the city regions are in the North East: Tees Valley and Tyne and Wear. North Tyneside district falls within the Tyne and Wear City Region, where the focus is placed upon improving labour force participation, creating more sustainable communities and accelerating economic growth within the 'knowledge' economy.

New Growth Points Programme, July 2008

- 4.12 The New Growth Points programme announced by Department of Communities and Local Government (CLG) in July 2008 provides support to Local Authorities who wish to pursue sustainable housing growth through a partnership with the Government.
- 4.13 North Tyneside Council has been successful in becoming one of the second round New Growth Points. This means 20% uplift on RSS Housing targets over the 5 year period is required.

Planning Policy Statements

- 4.14 Planning policy guidance notes (PPGs) and their replacements Planning Policy Statements (PPSs) explain statutory provisions and provide guidance to local authorities and others on planning policy and the operation of the planning system.
- 4.15 Given the size of the study area and the diversity of land-uses within it, a number of Planning Policy Statements are relevant to this commission and these are listed within the Baseline Report.

Regional Policy

The North East Integrated Regional Framework (IRF), Adopted 2008

- 4.16 The 2008 IRF supersedes the 2004 Integrated Regional Framework, which has been 'reviewed, refreshed and strengthened'. The IRF is an overarching framework for the North East, within which other strategies, plans and programmes will be developed. It aims to put sustainable development at the heart of all regional strategies, plans and policies, and provides a practical appraisal tool to help decision makers check that they are making a coherent and positive contribution towards sustainability.

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- 4.17 The document presents a shared vision for the region and maps out the direction that the region needs to take in order to create a better quality of life for everyone who lives in it - now and into the future.
- 4.18 The key strategic documents in the North East, the regional economic, housing and spatial strategies, share a common vision, established in the IRF, which is focused on reducing economic and social disparities between the North East and other UK regions whilst protecting and enhancing the environment:

“The North East will be a region where present and future generations have a high quality of life. It will be a vibrant, self-reliant, ambitious and outward-looking region featuring a dynamic economy, a healthy environment, and a distinctive culture. Everyone will have the opportunity to realise their full potential.”

Leading the Way: Regional Economic Strategy (RES) 2006

- 4.19 Leading the Way, the revised RES, was published by ONE and submitted to DTI for approval in November 2005. The RES is focused upon the Government’s Public Service Agreement (PSA) target of reducing regional economic disparities, seeking to improve the North East’s per capita GVA from 80% to 90% of the UK average by 2016 through improving productivity and levels of economic participation.
- 4.20 The RES focuses on three priority themes: business; people; and place.
- 4.21 The ‘Place’ theme provides a spatial emphasis on strengthening the urban cores of the two city-regions as the key economic drivers, supporting strong market towns with good infrastructure to maintain the vitality of the countryside, and linking areas of disadvantage to those of economic opportunity. The following are accorded spatial priority:
- **Tyne and Wear City Region** – Newcastle/Gateshead; Durham City; and Sunderland;
 - **Tees Valley City Region** – Stockton-Middlesbrough Initiative Area; Darlington Gateway; and the Coastal Arc;
 - **Targeted Approach to Rural Market Towns** – with key towns likely to include Barnard Castle and Berwick.

RES: Cross Cutting Themes

- 4.22 **Business** – a focus on strong enterprise and business support activities to improve the rate of business start-ups and facilitate a shift of the existing business base up the value-added

chain. There is a focus on encouraging innovation, knowledge transfer (linked particularly to Further & Higher Education) and access to appropriate finance. Specialist support will be provided for certain sectors (particularly the 'three pillars' of energy and the environment; healthcare and health sciences; and process industries – those high value growing sectors in which the region has the opportunity to establish a world-leading competitive advantage – (please refer to para. 3.60). The region will continue to be promoted as a location for inward investment;

- 4.23 **People** – a focus on improving the region's 'skills offer' to drive up productivity, both through up-skilling programmes and attracting more skilled workers into the region. Improvements are required at all levels: from basic skills to improve economic participation (measured by the employment rate) through to the high-level creative and innovative skills. Integrated investment is required to tackle the multi-faceted components of deprivation and barriers to work; and to improve people's horizons/ aspirations;
- 4.24 **Place** – a supporting theme focusing on the commercial offer (sites and premises), connectivity, the housing offer and 'quality of place.' Provides for targeted investment around specific spatial priorities in transport and ICT connectivity; commercial and business premises; cultural and natural assets; and high quality living environments. A particular emphasis on improving housing choice (and more broadly sustainable communities), quality of place and developing/ promoting the region's image to attract and retain high-skilled people, to maximise visitor/ tourist trade and to improve aspirations.
- 4.25 The RES also forms the guiding document for investment by the regional development agency, ONE North East. Four 'guiding principles' are established to structure investment decisions, the intention being to: maximise return on investment (through a focus on 'step change' projects in the city-regions and linking need and opportunity in rural areas); focusing intervention in areas of market failure; maximising private sector leverage; and promoting sustainable, inclusive economic growth. These will be applicable for any funding sought for the North Bank area.

The North East of England Plan Regional Spatial Strategy (RSS) to 2021

- 4.26 On 15th July 2008, the Department of Communities and Local Government (CLG) published the final version of the North East of England Regional Spatial Strategy (RSS). The RSS sets out a broad development strategy for the region for the period up to 2021. It covers Northumberland; County Durham; Tyne and Wear and the Tees Valley.
- 4.27 The RSS addresses matters such as:

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- The scale and distribution of provision for new housing;
 - Priorities for the environment;
 - Transport;
 - Infrastructure; and
 - Economic development.
- 4.28 Two of the main challenges for the North Bank are the management of structural economic change to maximise production as well as the regeneration of deprived areas.
- 4.29 The spatial strategy is structured around the two City Regions, which are to form the focus of development activity, and the remaining rural areas. Of these Tyne and Wear, is clearly established as the principal economic driver.

The Regional Housing Strategy (RHS)

- 4.30 The latest version of the RHS was published in July 2007 and provides a long-term vision for housing in the region linked to the objectives and priorities established in the RES and RSS. Its central role is in guiding investment priorities including regional housing capital and market renewal resources. The RHS is structured around four objectives linked to changing aspirations for housing
- 4.31 The four objectives are:
- 1) To rejuvenate the housing stock to meet 21st Century aspirations, replacing market failure with high quality housing in the right locations to help create successful, cohesive and sustainable communities;
 - 2) To ensure the type and mix of new housing provides choice, supports economic growth and meets housing needs and demand. This will reflect the diversity of urban and rural communities and the needs for affordable, family and prestige housing;
 - 3) To secure improvement and maintenance of existing housing so that it meets the required standards, investing in sustainable neighbourhoods; and
 - 4) To promote good management and targeted housing investment to address specific community and social needs, including an ageing population and the needs of minority communities; this will be integrated with the 'Supporting People' programme and promote greater community involvement.

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- 4.32 Across the Region Sub-Regional Housing Market Assessments (HMAs) are being prepared to guide decision-making and intervention.
- 4.33 The RHS's top priority is to rejuvenate the housing stock particularly as this is seen as critical to the region's economic success. Housing regeneration (with a focus on increasing the rate of stock replacement) is prioritised within the Regeneration Priority Areas identified in the RSS.

Regional Cultural Strategy for the North East of England (revised), Feb 2005.

- 4.34 The strategy recognises the Roman heritage of the North East as one of its key historical roots, with Wallsend being central to this importance piece of history. One of the key aims of the strategy is to; 'explore and promote regional distinctiveness, helping us to know ourselves as a region, our diversity, our history and our strengths'.

Renewable Energy Strategy for the North East, (North East Assembly, March 2005)

- 4.35 The strategy sets the renewable energy generation targets for the region which aim to achieve 10% of the region's consumption by 2010, and 20% by 2020. The strategy recognises that there is opportunity for wind and biomass development in this part of Tyne and Wear. Recent announcements made by the Minister for the North East suggest that there is significant potential to bring inward investors to the under-utilised sites of the North Bank area in the offshore manufacturing and oil and gas industries.

Sub-Regional Strategy

Tyne and Wear City Regional Development Programme (CRDP) – Moving Forward the Northern Way 2007

- 4.36 The Tyne and Wear City Region Development Programme (CRDP) is a programme of actions, integrated with the Regional Economic Strategy and Regional Spatial Strategy, to deliver longer term benefits to the City Region and beyond. It works to bring greater coherence and spatial prioritisation to core strategies and identifies actions that promote the Department for Trade and Industry's (DTI) five drivers of productivity: investment, innovation, skills, enterprise and competition.
- 4.37 With reference to the study area, the CRDP states the importance of investment in employment programmes in areas of deprivation, which the CRDP considers as vital to

closing the poverty gap. Programmes should look to encourage investment that recycles benefits within the local community. The historical relationship and current deprivation of communities such as Wallsend and Walker indicates a role for the future of the North Bank sites in addressing these issues and as such, local employment should be encouraged on the sites in the study area. The growth of enterprise, SMEs and sectoral clusters are described as in need of growth. As such, the major employment sites in the study area have an opportunity to link into the wider supply chains and encourage SMEs involvement.

- 4.38 The Port of Tyne has seen five years of business growth and is also described as a crucial link in terms of both leisure and business uses. Further investment is encouraged into these facilities given the port's role as a gateway to the city region and also to encourage further cruise ship passengers. Other tourist attractions are described, including Hadrian's Wall. Clearly, the offer that attractions such a Segedunum can give to the tourist industry will further support the city region's progress.

Bridging Newcastle Gateshead (BNG) – Housing Market Renewal Pathfinder

- 4.39 BNG's objective is creating places to live across parts of NewcastleGateshead. They are a housing market renewal pathfinder initiative, set up by the Government in 2002.
- 4.40 Walker Riverside is located to the east of Newcastle City Centre adjacent to the River Tyne (part of which is located within BNG and the plan area). Over the next 10-15 years, BNG have identified a programme of intervention which will expand Walker as a neighbourhood with 2,200 new homes. Intervention in Walker is being led by a partnership of service providers and developers, comprising Newcastle City Council, Places for People, BNG, Bellway, Enterprise 5 and Your Homes Newcastle.
- 4.41 £64 million of Housing Market Renewal funding has been allocated to BNG for the years 2006-8. It is thought additional public and private funding could lever in an estimated £412 million into the projects. This initiative demonstrates the level of investment being made in nearby locations to stimulate the housing market.

Tyne and Wear Local Transport Plan (LTP), August 2006

- 4.42 The LTP sets out the priorities and objectives for transport development in the region. The document identifies Central Tyneside as a focal point for growth over the next 5 years and recognises the A19 corridor (North/South Tyneside and Sunderland) as a key transport route for future economic growth. The new Tyne Crossing between Howdon and Jarrow is

envisaged to bring a number of benefits to the region in support of investment and economic development.

Tyne & Wear Sub-region Housing Strategy 2007-2012 and looking forward to 2030 'Passionate about Housing' (NEA, August 2007)

- 4.43 The objectives of the Regional Housing Strategy are embedded within the Tyne and Wear sub-regional document, which aims to inform and guide the preparation of Local Housing Strategies. Specifically, the strategy aims to ensure that decent affordable housing is available to all, that neighbourhoods are sustainable and that vulnerable groups have access to housing and support to meet their needs.
- 4.44 Key investment priorities for North Tyneside include the masterplanning and regeneration of settlements along the North Bank of the River Tyne and related urban areas. These include North Shields, Wallsend, and Battle Hill. The strategy document is written as a tool to enable joint working across the sub-region and to inform investment decisions into new build and existing housing stock.

SFRA - Tyne and Wear Strategic Flood Risk Assessment, June 2007

- 4.45 The SFRA identifies sites in the City Region and, in terms of the study area; the majority of sites are located in Flood Zones 2 and 3. They are therefore considered to be at risk from tidal and fluvial flooding. Many are rated within the SFRA as having high or medium chance of passing the sequential and exception test for employment use when subject to a site specific FRA. Swan Hunter Shipyards, Willington Quay and Fish Quay/Union Quay are subject to Severe Environment Agency Flood Warnings. They also identify localised flooding issues due to capacity problems of drains around Berwick Road, Willington Quay and properties in Wallsend.

Local Planning Policy

- 4.46 North Bank lies across two Local Authorities areas - Newcastle and North Tyneside.

North Tyneside Unitary Development Plan, March 2002

- 4.47 The current statutory development plan is the North Tyneside 'Unitary Development Plan', which was adopted in 2002. The UDP set out the strategy for the following themes which the North Bank's regeneration should adhere to:

- **The Economy** - To maintain and strengthen the health of North Tyneside's economy;
- **The Environment** - To protect and enhance the rural, natural and built environment;
- **Housing** - To reverse current trends in population decline arising mainly from out migration and allow some growth in the population of North Tyneside. This will be achieved by creating conditions under which the housing needs of all sectors of the borough's population are met in terms of choice, access, quality and location having full regard to the protection of the environment;
- **Shopping** - To contribute to economic regeneration by enhancing the level and quality of the shopping service provided, which is accessible to all sectors of the population and to ensure that town centres continue to be the focus for new retail investment;
- **Transport** - Ensure that transportation improvements assist urban regeneration, support town centres, facilitate investment in industry and housing and enhance the environment; and
- **Open Space and Recreation** - To ensure that the recreational and open space needs of the borough's residents are satisfied and that the borough's recreational resources are protected and developed, taking account of their impact on the natural environment and local amenity.

4.48 Since the release of the Planning & Compulsory Purchase Act 2004, a new policy framework, the 'Local Development Framework' (LDF), has become the focus of attention for the planning policy section. This new framework will eventually replace the Unitary Development Plan, in accordance with the timescales set out in the Table below.

4.49 The Planning and Compulsory Purchase Act 2004 saved policies are set out in the Unitary Development Plan for three years, until the 27th September 2007. The Secretary of State recently invited North Tyneside Council to recommend which UDP policies should be saved beyond September 2007 and this has now been the subject of a formal direction.

4.50 This direction has the effect of saving a number of key policies in their entirety. Saved policies will continue to be used in determining planning applications and guiding development in North Tyneside, which are outlined in the Baseline Report.

Emerging Local Development Framework: North Tyneside Core Strategy

4.51 The Issues & Options Report, the first stage in the preparation of a Core Strategy for North Tyneside, was produced in December 2006. The Issues and Options Report identified a series of issues of relevance to the North Bank study including: economic prosperity and the future of

the riverside; tackling deprivation; recreation and open space; affordable housing; and tourism. Public consultation was carried out on the Core Strategy Issues & Options report for a six week period during January 2007. Subsequently, a Consultation Responses Report was produced to highlight the main issues that consultees felt should be addressed. The Core Strategy Preferred Options Report is currently in progress. This will be the subject of further public engagement in the summer of 2010.

- 4.52 The final strategy will set out the key elements of the planning framework for North Tyneside. This will guide the development of North Tyneside through to 2021. The Core Strategy will include a strategic vision, spatial land-use, and principles for design, sustainable construction and the volume of development. This will potentially identify major land use allocations.

Wallsend Town Centre AAP – Responses to ‘Issues and Options’ 2008

- 4.53 Area specific plans for North Tyneside's major town centres and the coast are a key priority for inclusion in the LDF. The AAPs focus on the regeneration and improvement of these areas as drivers of wider growth and prosperity.
- 4.54 The Issues and Options Report for Wallsend Town Centre presents a vision that focuses on developing Wallsend as an attractive sustainable community, with an extended education offer and thriving local economy; a revitalised town centre; better quality housing choices and a range of leisure and cultural amenities. This information has been incorporated into the analysis contained in this report.

Newcastle upon Tyne Unitary Development Plan (UDP), 1998

- 4.55 The Newcastle UDP was adopted in January 1998. The UDP strategy comprises eight aims which together provide a concise statement of what the plan is seeking to achieve.
- 4.56 Under the Planning and Compulsory Purchase Act 2004, all policies in existing development plans including the UDP were 'saved' until 27 September 2007. Beyond that date policies had to be further saved by direction of the Secretary of State.

Newcastle Core Strategy – Submission Draft May 2008

- 4.57 On 3rd November 2008, in the light of the statement by the Inspector concerning a lack of housing supply evidence, Newcastle City Council decided to withdraw its Core Strategy. The strategic content of the draft Core Strategy is however still relevant.

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- 4.58 The Draft Core Strategy recognises the healthy growth of jobs in Newcastle and also states that the challenge is to encourage new business formation and to capitalise on the City's educational potential through its Universities. As such, employment space may be required in the North Bank area to support these aims.

The Walker Riverside Area Action Plan (AAP) 2007

- 4.59 The Walker Riverside Area Action Plan identifies a programme of physical intervention to support local business growth and social enterprise, by the utilisation of vacant sites.
- 4.60 The plan identifies that the industrial riverside area should continue to operate as a major employment base, and provide for a range of business uses. A small area of 1.9ha to the north of Rhodes Street is re-allocated for new housing thus consolidating employment uses to the east of Station Road. In turn, this will improve the Station Road frontage and the residential environment to the west.
- 4.61 The emphasis of these objectives is placed upon the regeneration of the residential areas of Walker. The riverside employment land, included as part of the North Bank study area, is safeguarded for Employment Uses. Several small scale industrial units on Station Road are allocated for a change of use to housing.

Local Strategic Policy

North Tyneside's Sustainable Community Strategy 2007- 2010 (North Tyneside Strategic Partnership) 2007

- 4.62 The Sustainable Communities' Strategy is the overarching strategy for North Tyneside. It is also the Neighbourhood Renewal Strategy for North Tyneside, and it includes proposals for improving the most deprived parts of the Borough.
- 4.63 Wallsend and the Riverside lie within the South West Local Area, identified as a priority for regeneration within North Tyneside. The strategy acknowledges that the regeneration of the riverside belt from Wallsend to Tynemouth, including the Fish Quay will be one of the Council's biggest regeneration challenges over the next decade. Tackling the vacant and underused land formerly occupied by heavy industry, as well as older style industrial estates and buildings is a key priority.
- 4.64 The strategy sets out the Vision for the South West Area:

“By 2030, our riverside has been transformed and is once more thriving, with a mixture of housing, leisure and business premises. The new university campus has attracted young people and a thriving local economy. Wallsend Town Centre and the surrounding area has been revitalised and there is a range of good quality, affordable and accessible housing. There is a range of heritage, leisure and cultural facilities, including a new swimming pool and the facilities at Hadrian’s Wall are a major attraction. However, our biggest achievement is that we have closed the performance gaps between the deprived parts of this area and the rest of the borough. Young people do as well educationally, employment rates match those of the rest of the borough, and health and life expectancy have improved dramatically”.

North Tyneside’s Economic Regeneration Strategy, ‘Pathways to Prosperity’ 2006-2020 (North Tyneside Council), 2006

- 4.65 As with North Tyneside’s Sustainable Community Strategy, the need to close the gap in terms of learning, attainment and prosperity is one of the main focuses of the report, which has an emphasis upon attracting investment and economic activity to support this ‘sub-regional cluster of entrepreneurial activity, including investment in new technologies and research and development’. The regeneration of Wallsend Town Centre is considered within the Borough’s Economic Strategy as critical to the economic regeneration of the area. The strategy highlights the riverside area as a ‘strategically important location in the Tyne corridor’.

North Tyneside 2006 – 2010 Housing Strategy

- 4.66 The Strategy (which is currently being reviewed) identifies 6 key objectives for the period up to 2010:
- Improving neighbourhoods;
 - Increasing the supply of affordable homes;
 - Improved support at home for vulnerable people;
 - Reducing homelessness;
 - Improving the quality and standards of homes;
 - Tackling fuel poverty and climate change.
- 4.67 The socio-economic and physical decline of Wallsend Town Centre is identified as a particular issue. With regard to improving neighbourhoods Wallsend, Riverside and East Howdon are identified as priorities with the replacement of unfit private sector homes with the Rosehill area of Wallsend being identified as a current project.

A Tourism Strategy for North Tyneside 2007 – 2012

- 4.68 The tourism strategy aims to promote sustainable tourism and develop measures to achieve a greater seasonal spread of activity. The UNESCO World Heritage Site, Segedunum Roman Fort, Baths and Museum, is a major national and international attraction at Wallsend. The strategy identifies that more should be done to maximise and emphasise the global significance of Wallsend as a World Heritage Site. One of the aims of the strategy is to promote the river as a tourism destination through ongoing support for the regeneration of Royal Quays and the Fish Quay.

North Tyneside - Green Space Strategy 2007

- 4.69 The Green Space Strategy highlights that regeneration activity will provide opportunities for enhancement and development of the network of green spaces. The Strategy establishes parameters for the distance housing should be from play areas and greenspaces. Areas such as Richardson Dees Park and the Willington Viaduct are recognised as green spaces within the study area. Areas deficient of accessible green space are also identified, as such the framework for the North Bank has an opportunity to address these deficiencies.

North Tyneside Sport and Physical Education Strategy, 2004 - 2009

- 4.70 A strategic objective is to provide equitable access to a wide choice of sporting and physical education activities. Wallsend has suffered in the past from under-investment in sporting facilities and has been identified as a specific area in need of new sport and swimming facilities.

North Tyneside Arts Development Strategy

- 4.71 North Tyneside Council has prepared an Arts Development Strategy which is relevant in relation to the wider question of cultural development, public realm and public art in the Borough.
- 4.72 It should also be noted that the Council's Planning Obligations (Oct 2009) in particular Section 9 on Culture, Public Art and the Public Realm are important factors to consider in relation to the delivery of these important initiatives.

Newcastle Regeneration Strategy, 2006-2021

- 4.73 Newcastle Regeneration Strategy sets out the Council's ambitious 15-year vision for the future of the city, the approach the Council and its partners need to take, and actions they are already taking, to achieve those ambitions.
- 4.74 The strategy addresses economic prosperity and jobs, better transport, improved health and wellbeing, better education, environmental responsibility and most importantly, thriving, inclusive and sustainable communities. The regeneration strategy sets the context for the detailed plans and projects the council will produce in the coming months and years.
- 4.75 One of the key regeneration projects outlined in the strategy is the regeneration of Walker Riverside, which is identified as key to strengthening the local economy. The Walker Riverside industrial area is the only stretch of economically active river-based industry remaining in Newcastle. Sub-sea sector industries already exist at Walker Riverside. This sector offers considerable potential for growth for supply chain companies who also want to locate nearby, and also companies wishing to develop links to the universities.
- 4.76 Consequently, the regeneration of the Walker Riverside area is identified as one of the two main projects in the east of the City. The economic role of Walker Riverside is considered integral to the overall regeneration success of the East End as a whole. The Council aims to work with leading companies to maximise their growth and work closely with One North East and North Tyneside Council to take advantage of the opportunity of the riverside land to create sustainable opportunities for the expansion of the sub-sea and offshore sectors.

Local Assessment

North Tyneside Urban Capacity Study (UCS), June 2006

- 4.77 Since the North Tyneside Urban Capacity Study was published in 2006, North Tyneside has started its SHLAA, an interim 5 year Housing Land Assessment has been produced and North Tyneside has been designated as a Growth Point. It is therefore necessary to refer to the 5 year housing land assessment published in 2008 to give an indication of the extent of development on Brownfield land. 78% of all outstanding housing commitments with planning permission (as at 31st March 2008) are on Brownfield land. However as previously discussed the deliverability of these is uncertain at this stage.

North Tyneside Housing Needs Survey Update – Final Report 2007

- 4.78 The Housing Needs Survey uses modelling techniques to calculate housing need. The needs assessment calculated a total need of 822 households per annum and an overall shortfall of 250 homes from April 2006. The annual affordable housing need for the Borough is 284 units and 1,420 units in total over the five years to 2011.

North Tyneside 5-Year Housing Land Supply & Growth Point Status (2008)

- 4.79 Local Planning Authorities are required under national planning policy, (PPS3), to carry out a Strategic Housing Land Availability Assessment (SHLAA) in order to assess future sources of land for housing. This is currently at the consultation stage and is ongoing.
- 4.80 It is considered that North Tyneside Council's 2008 five year housing land supply assessment will soon be obsolete given the Council's designation of Growth Point status. The associated Programme of Development will account for housing growth above the RSS targets. The sites for such expansion have not yet been clearly identified as this is likely to be done in conjunction with the SHLAA. Sites identified within the North Bank study area include the Smith's Dock development, the Howdon Green Industrial Estate, land at Willington Quay and a number of sites in Wallsend.
- 4.81 North Tyneside will be the focus for the delivery of 5,300 homes by 2017. Proposals will need to set out their impact on the transport networks in the area, both strategic and local and other necessary infrastructure. Following the submission of the New Growth Points Programme of Development to the Government in October 2008, North Tyneside Council has been successful in becoming one of the second round New Growth Points. It was recognised by Government that North Tyneside provides an excellent location for investment, which will benefit local regeneration plans and result in the delivery of many affordable homes and exemplars of high quality, low carbon design.

North Tyneside Retail Assessment 2007

- 4.82 The North Tyneside Retail Assessment was published in August 2007 and assesses the retail position of the Borough.
- 4.83 The study reveals that Wallsend Town Centre is exhibiting signs of weakness in terms of limited multiple representation and limited demand for further representation.

-
- 4.84 Wallsend is particularly vulnerable as a result of its reliance on food store anchors, which appear to be performing relatively poorly with limited catchment areas.

Walker Riverside Open Space Needs Assessment (Feb 2006)

- 4.85 The Open Space Needs Assessment recommendations for the North Bank include:
- Policy WR3 - Continue to support and improve the dual functionality of Riverside Park as a park and natural and semi-natural site; and
 - Policy WR4 - Some incremental loss adjacent to the West of Riverside Park balanced against regeneration needs is considered acceptable.
- 4.86 The Former Walker Railway Station (SNCI on the UDP proposals map) was allocated to be retained for employment – specifically for industrial use but this policy was superseded in 2007 and has now been re-allocated as ‘Open Space’. Hadrian’s Wall Strategic Recreation Route, including the Hadrian’s Way route, is allocated as open space within the UDP and will therefore be subject to UDP policy restrictions.

Local Regeneration Strategy

Wallsend Regeneration Strategy 2005 - Agenda for Change for Wallsend Riverside and East Howdon.

- 4.87 A suite of documents has established an ‘Agenda for Change’ for Wallsend, Riverside and East Howdon. This strategy involved the local communities in identifying priorities for change. The key themes of this strategy include improving housing choices for local residents; environmental and public realm improvements to the town centre and residential areas; the potential pedestrianisation of town centre locations and raising the standard of local amenities and services. The strategy also considers the importance of enabling local people to access new job opportunities and the importance of attracting inward investment into the town and riverfront.

North Shields Town Centre Regeneration Strategy, March 2007

- 4.88 Future development and regeneration activity in North Shields Town Centre will impact upon the surrounding area and therefore proposals for change in North Shields should be considered in light of its proximity to the North Bank study area. The proposals include creating a new ‘café culture’ social quarter, introducing a retail strategy and attracting higher value shops to the town centre. North Shields also has a core of independent professional

businesses which could be supported in the future. The strategy proposes to make grants available to bring derelict industrial sites back into use.

South Shields Riverside Regeneration Framework, May 2007

- 4.89 This document is intended to become a Supplementary Planning Document and will act as a vision and physical framework for the redevelopment and regeneration of the South Shields Riverside. This is an employment led plan which seeks to target: Tourism; Culture and Leisure; Marine Technology; Knowledge Economy; Social Enterprise sector; and the Self-Build sector.
- 4.90 The central aim of the South Shields Regeneration Framework is to revitalise and reconnect the town to the waterfront and to improve connectivity within the area. The proposals include allocations for employment space with supporting uses to achieve these aims.

North Tyneside Learning Village Proposals

- 4.91 North Tyneside Council is currently preparing a business case for the development of a Learning Village as part of the redevelopment of the former Swan Hunter site on the riverfront. Plans for the Learning Village include a curriculum which encourages linkages with existing and future commercial activity along the riverside. This is considered further in Part 2 of the Report.

Key Findings - Policy Review

- 4.92 Relevant policies concerning the study area have been described from a national, regional and local perspective. The national picture sets the context for sustainable growth to deliver mixed communities through the Housing Green Paper and the Sustainable Communities Plan. Given the size and diversity of the study area, the majority of the Planning Policy Statements set a framework for planning and development within the area.
- 4.93 The regional policies present an integrated suite of documentation including the Integrated Regional Framework, Regional Economic Strategy and Regional Housing Strategy. These again narrow the focus onto issues such as business, people and place-making.
- 4.94 Sub-regional strategies include the City Regional Development Programme. This document explicitly references the Port of Tyne and the international role this plays along with its importance for the future of the city region.

- 4.95 Local Planning Policy has also been described including the status of the Core Strategies and Local Development Frameworks. These documents include allocations of sites within the study area for particular uses.
- 4.96 Other local policies and strategies are described. It is evident that a number of regeneration projects in and around the study area are continuing. Local strategies include the Wallsend AAP, Walker Riverside AAP, North Shields Regeneration Strategy and the South Shields Regeneration Strategy. The concentration of all these projects within the local area illustrates that there is a strong context for the delivery of regeneration aspirations and economic growth. These will have an influence on the future regeneration of the study area and it will be important to align objectives with the Strategic Development Framework Plan for the North Bank.

5. DEMOGRAPHIC & SOCIO-ECONOMIC ANALYSIS

5.1 This section provides a brief summary of the demographic and socio-economic profile of the study area together with economic projections and opportunities going forward.

5.2 The analysis is presented under the following key headings:

- Demographics and deprivation;
- Productivity: Gross Value added, Earnings and Incomes;
- Labour Market;
- Future Opportunities: Employment & Business.

5.3 Further details are set out in the Baseline Report.

Demographics and Deprivation

5.4 The North Bank study area has a growing population particularly in the working age bracket. However the high numbers of benefit claimants, high economic inactivity and unemployment rate demonstrate that the area hasn't been able to successfully tap into the employment and productivity growth experienced elsewhere in the city region economy and investment in both the people and infrastructure is necessary to reverse this trend.

Productivity: Gross Value added, Earnings and Incomes

5.5 GVA per employee at the city region level continues to lag behind the English figure and the gap is widening. This highlights the need to increase the level of productivity by pursuing investments in high value added manufacturing and service sectors. The North Bank area does have some potential here within the marine engineering sector having an existing base in the study area and more detailed analysis provided in the market study undertaken by Parsons Brinkerhoff in 2009 which showed growth potential in specific markets including sub-sea technologies, oil and gas and renewables (more details are provided in the Baseline Report).

5.6 The GVA per employee performance is partly explained by a pre-dominance of low skilled and low paid employment borne out by the analysis of residence and work based incomes and North Tyneside's occupational profile.

Labour Market

- 5.7 North Tyneside enjoys good primary and secondary school performance, however an increasing proportion of the borough's residents have no qualifications suggesting that the borough's newer residents possess fewer qualifications than the existing population.
- 5.8 Education and skills deprivation is particularly acute in the study area, again pointing to the need for specifically targeted action, particularly given the relatively healthy level of qualifications in the wide authority population. Improved access to an expanded education and training offering could empower and enable newcomers and existing residents to participate in the local economy.

Future Opportunities: Employment & Business

- 5.9 Analysis in this section has highlighted the key sectors for the River Tyne North Bank area based on a review of current employment and business data. It has also identified the key sectors which have been identified at the city region and regional levels to understand where the synergies between the different areas are at the current time.
- 5.10 Economic projections have also been reviewed to understand where the future opportunities may lie for the area in terms of new investment and sector development. At the present time these forecasts are based on analyses developed prior to the credit crunch and recession. As such these are likely to present a more optimistic view of employment and output growth for the short term than will be achievable. However in the absence of more recent data this is the most recent information available.
- 5.11 Projections at the region and city region identify the following sectors as sources of employment growth:

North East

- Transport & communications;
- Education, Health and social work – the sector is forecast to grow by around 7,000 employees over the period to 2016;
- Business services – the sector is forecast to grow by over 20,000 jobs over the period to 2016;
- Hotels and restaurants- forecast growth of 5,000 jobs to 2016;
- Retail - forecast growth of 9,000 jobs to 2016 and

- Engineering - forecast to lose 3,000 jobs to 2016.

Tyne & Wear

5.12 The most recent economic projections for the Tyne and Wear sub-region suggest that employment growth is likely in the following sectors over the period to 2016:

- Other manufacturing & recycling;
- Health & social work;
- Communications;
- Financial services (projections made prior to the credit crunch/recession);

Wallsend profile

5.13 Home to 5% of North Tyneside's population, Wallsend ward is primarily a residential location. Whilst the area has relatively few barriers to housing, the poor quality of the living environment poses a particular issue. Improving the public realm, transport links and accessibility to high quality services should all be priorities for the masterplan.

5.14 The population of Wallsend is growing quickly and the majority of people coming into the area fall into the 25-44 age group, creating a large and increasing working age population. Despite this, high levels of benefit claimants, in particular Incapacity Benefit claimants, pose as a much as a problem for the ward as for the wider borough. This suggests that the town would also benefit from actions targeted at improving residents' health and assisting them back into work.

6. PHYSICAL ANALYSIS

6.1 This section presents the physical analysis which has been undertaken for the study area.

6.2 The first part presents a broad physical analysis under the following key headings:

- Figure ground/built form;
- Open space/surrounding built form;
- Land use;
- Historical river analysis;
- Connectivity;
- Important buildings;
- Conservation areas;
- Environmental factors;
- Barriers, views and landmarks;

6.3 The second part presents a more detailed physical analysis by the following sub – area:

- Area 1 – Wincomblee/Walker Riverside Industrial Park;
- Area 2 – Dry Docks/Neptune Shipyard;
- Area 3 – Segedunum - Roman Fort Historic Site;
- Area 4 – Point Pleasant;
- Area 5 – Willington Quay;
- Area 6 – Hadrian Yard;
- Area 7 – East Howdon;
- Area 8 – Royal Quays;
- Area 9 – Albert Edward Dock;
- Area 10 – Bull Ring Dock, and
- Area 11 – Wallsend Town Centre.

- 6.4 The analysis draws upon the information presented in the Baseline Report and provides an important input to the consideration of future regeneration opportunities within the study area.

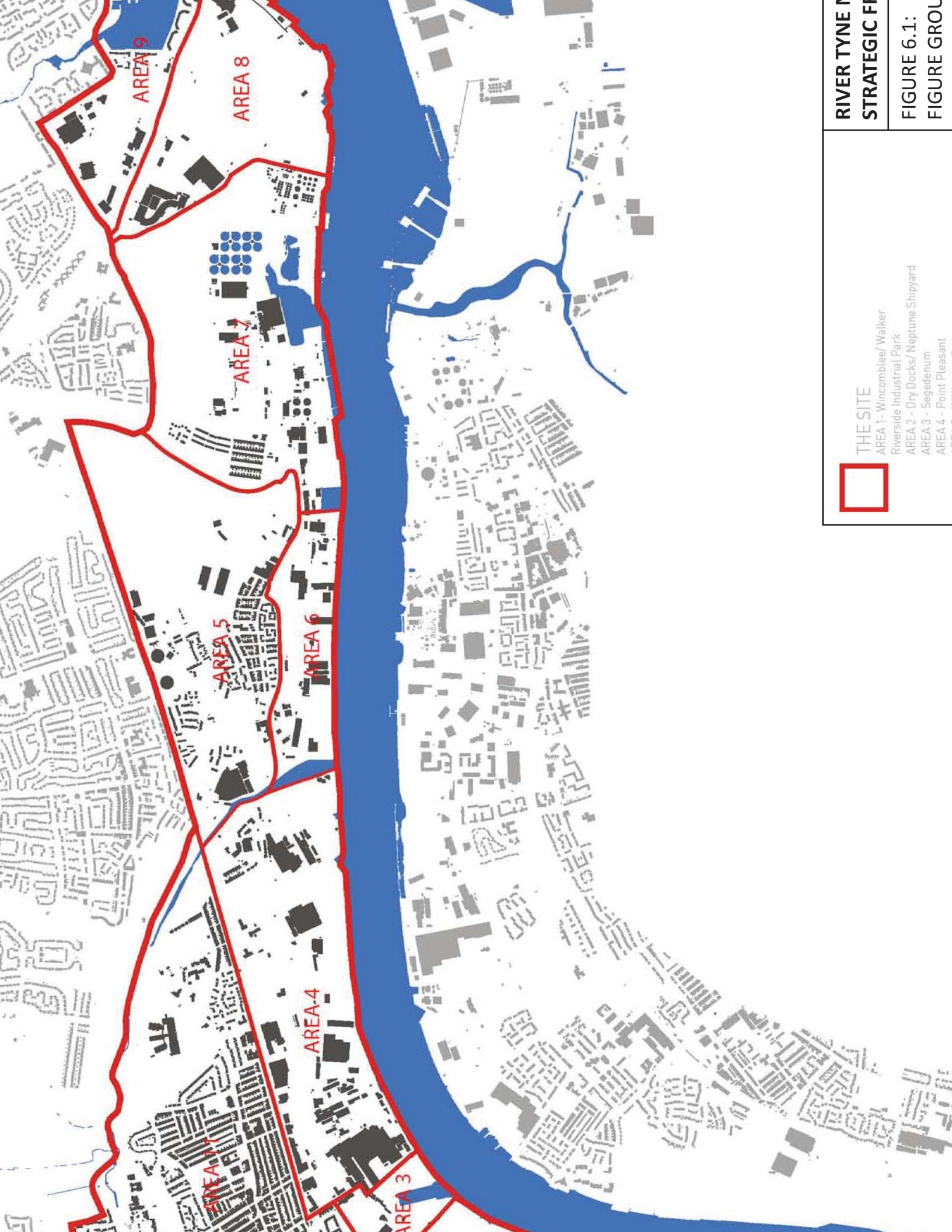
Broad Physical Analysis of the Study Area

Figure Ground – Built Form

- 6.5 An analysis of figure ground reveals a distinct separation between the residential and industrial land uses in the study area as shown in figure 6.1. By employing the concept of a 'figure-ground', the drawing can easily distinguish between the residential and industrial buildings and the areas which do not have any buildings, such as the open spaces, roads, pavements parking areas etc. It also shows the areas of vacant/undeveloped land in the area.
- 6.6 Tight blocks of residential and retail units characterise Wallsend town centre, whilst the commercial/industrial activity (characterised by a range of large units) is predominantly located along the riverfront.
- 6.7 This scattered effect accentuates a disconnection between the river, local communities and employment areas.

Open Spaces - Surrounding built form

- 6.8 The area is characterised by large areas of open space which often surround industrial, warehousing and commercial office blocks. Whilst some of this provides quality green and amenity space, significant areas are used for storage or parking associated with industrial activities, whilst other spaces are semi-redundant.
- 6.9 The location of these open spaces often makes them inaccessible to the public. As a result they are often subject to fly-tipping and other nefarious activities, making them unattractive to use and raising questions about community safety.



Land Use

- 6.10 The North Bank area is characterised by a mix of land uses which are illustrated in figure 6.2. The natural change in level between the river front and the community of Wallsend provides some separation between the industrial activities located alongside the riverfront and the residential, retail and community uses located within the hinterland area.
- 6.11 A more detailed land use analysis is provided in the character area analysis later in this section of the report.

Historical River Analysis

- 6.12 Figure 6.3 illustrates how the form of the river edge has changed over time, as industrial and dock activities have been introduced to the River Tyne. More details are provided in the Baseline Report.

Connectivity

Vehicular Routes

- 6.13 The North Tyneside area has good road connections with Newcastle and North Shields via the A1058 Coast Road and the A187. The area is also served by the A19 which follows the route of the Tyne Tunnel, facilitating access to and from South Tyneside and the A1.

Ferry Routes

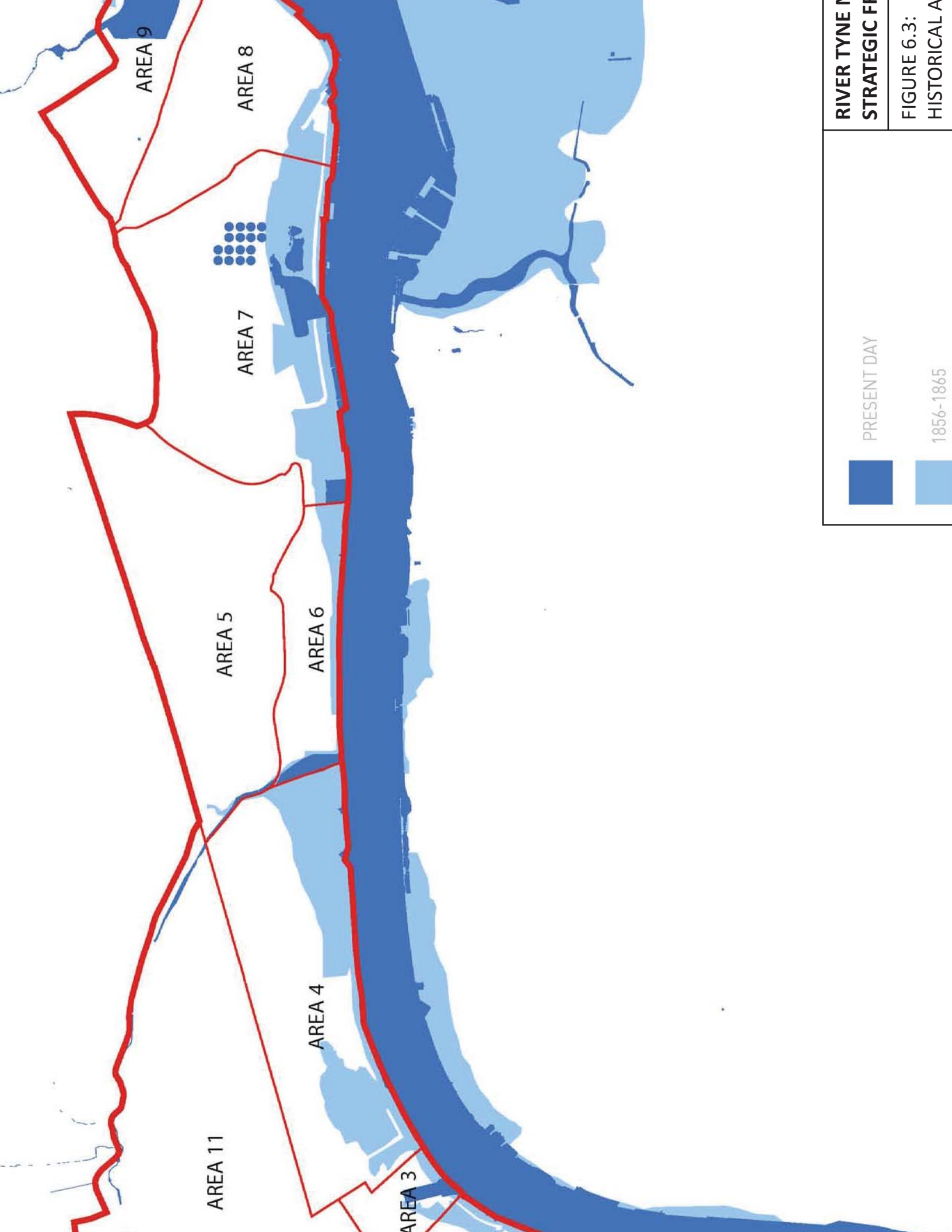
- 6.14 The International Ferry Terminal is located just south of North Shields Town Centre, on the eastern edge of the study area. Whilst the terminal offers daily departures to Amsterdam, services to Scandinavia have recently ceased. However, investment into the passenger terminal and plans to expand parking provision presents an opportunity to expand the current operation of the Terminal.



**RIVER TYNE
STRATEGIC PLAN**

**FIGURE 6.2: L
SURROUNDING**

- OPEN SPACE
- HADRIANS WALL
- MILITARY ZONE



PRESENT DAY

1856-1865

Metro and Recreational Routes

- 6.15 The North Bank area is served by the coastal Metro route that links Tynemouth to Newcastle. The Metro has stations in Wallsend town centre and the residential neighbourhoods located along the North Bank.
- 6.16 The Hadrian's Way route, which is part of the national cycleway network, provides an important green infrastructure link for the North Bank and access for pedestrians and cyclists. The route also provides a 'green buffer' between some of the industrial and residential areas. Figure 6.4 illustrates the metro and recreational routes across the study area.
- 6.17 The full benefits of the route are not being realised. The route is poorly maintained and the pathway is degraded and overgrown in places and the lack of natural surveillance poses a potential risk to community safety.
- 6.18 The River Tyne North Bank is served by two of the three town centres located in the North Tyneside district - Wallsend and North Shields. These two centres are located within a 15 minutes walk from the edge of the River Tyne.

Important Buildings

- 6.19 The World Heritage site of Hadrian's Wall and the location of Segedunum Roman Fort are two important historical and cultural assets. Segedunum Museum is a well used visitor and educational resource and attracts a wide range of visitors into the area. Additionally the town centre benefits from a number of locally important buildings, including the Town Hall and Wallsend Church as shown in Figure 6.5.

Conservation Areas

- 6.20 The location of the conservation areas is presented in Figure 6.6. These are:
- **The Green, Wallsend Conservation Area**, which was designated in November 1974. A character appraisal was adopted in October 2006. The boundary is based on a medieval village green and the development pattern around it. The Green takes in the Hall Grounds and Richardson Dees Park which hold significant importance within the district, providing the community with parks that have high historical and recreational value.
 - **St. Peter's, Wallsend Conservation Area** was designated in August 2004. A character appraisal for the conservation area was adopted in September 2005 and a revised version adopted in April 2010.

Environmental Features

- 6.21 The key environmental features of the North Bank are shown in Figure 6.7. These include the Willington Gut wildlife corridor, which is a large tidal inlet into Wallsend Burn which is currently used as a small marina with direct linkage from the riverside edge to Wallsend. Willington Gut also provides a link between the river and the large area of open space in Willington Dene, which forms one of the key wildlife corridors in the area.
- 6.22 The other area of wildlife importance is the corridor that bounds the A19 road. This area follows the route of the A19 northwards from Howdon to the Tyne Tunnel Trading Estate.

Barriers, Views and Landmarks

Barriers

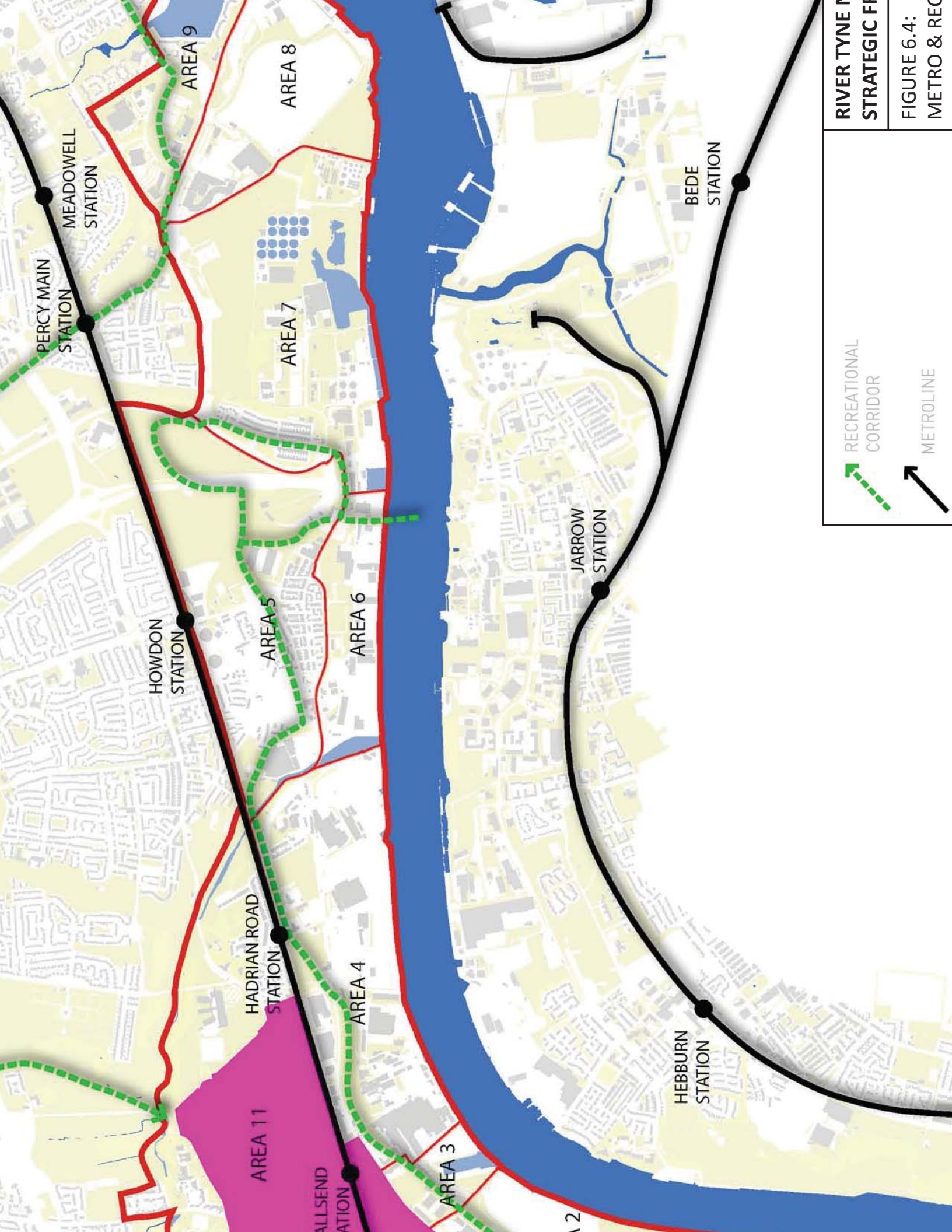
- 6.23 The Metro line embankment and the major roads create significant barriers between the riverside and the adjacent communities (Figure 6.8). In addition, the study area is in part, characterised by steep topography which creates a barrier between the waterfront and adjacent community uses.

Key Views

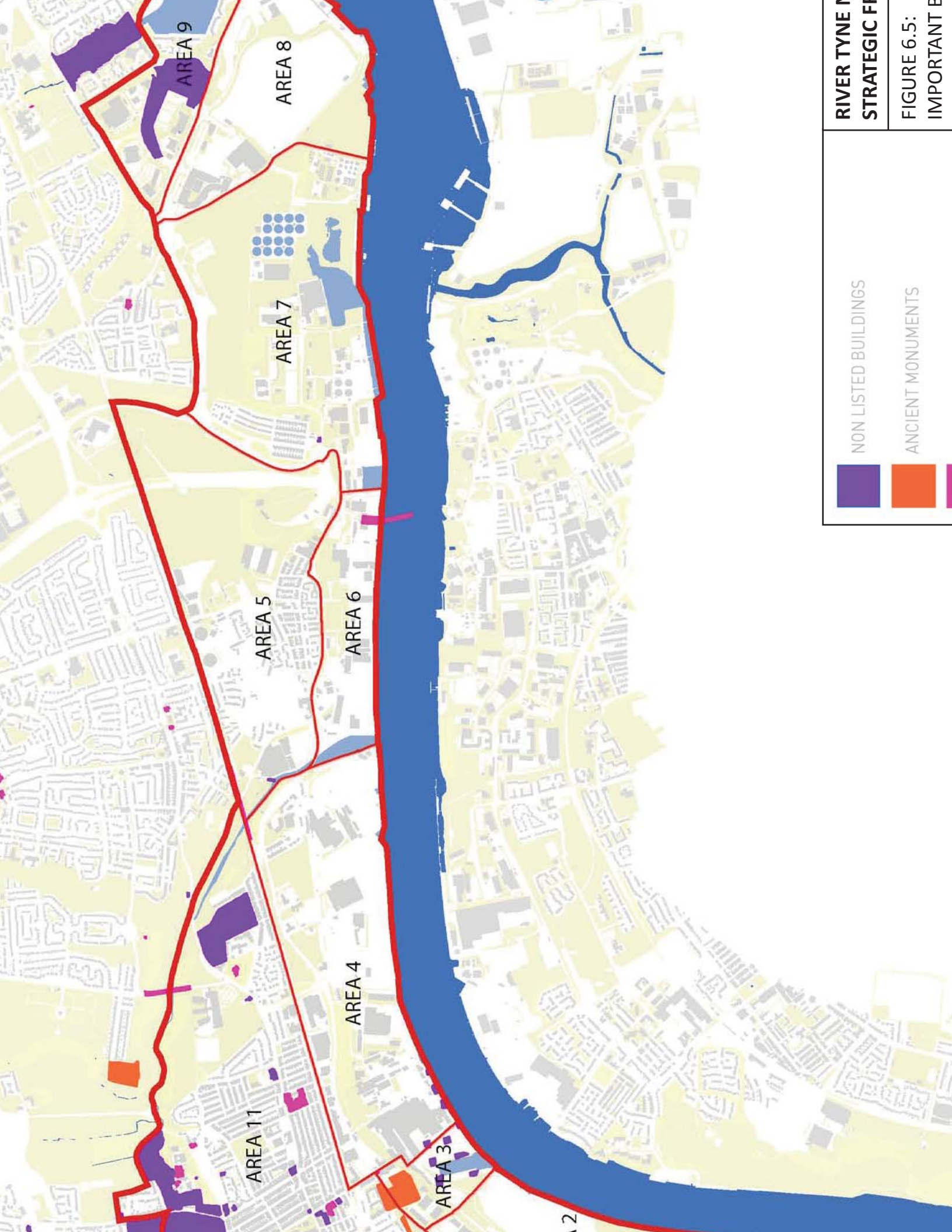
- 6.24 There are a number of key vantage points in the study area which have extensive views across the river. It is important to maintain and enhance the visual connection with the south bank of the river and the open environment, particularly around Willington Gut.

Landmarks

- 6.25 The skyline is dominated by cranes associated with industrial activities along the waterfront. The scale and form of the cranes creates landmark structures which are visible over a wide area and give the waterfront sites a strong character and identity.



RIVER TYNE METROLINE
STRATEGIC PLAN
FIGURE 6.4:
METROLINE & RECREATIONAL CORRIDOR



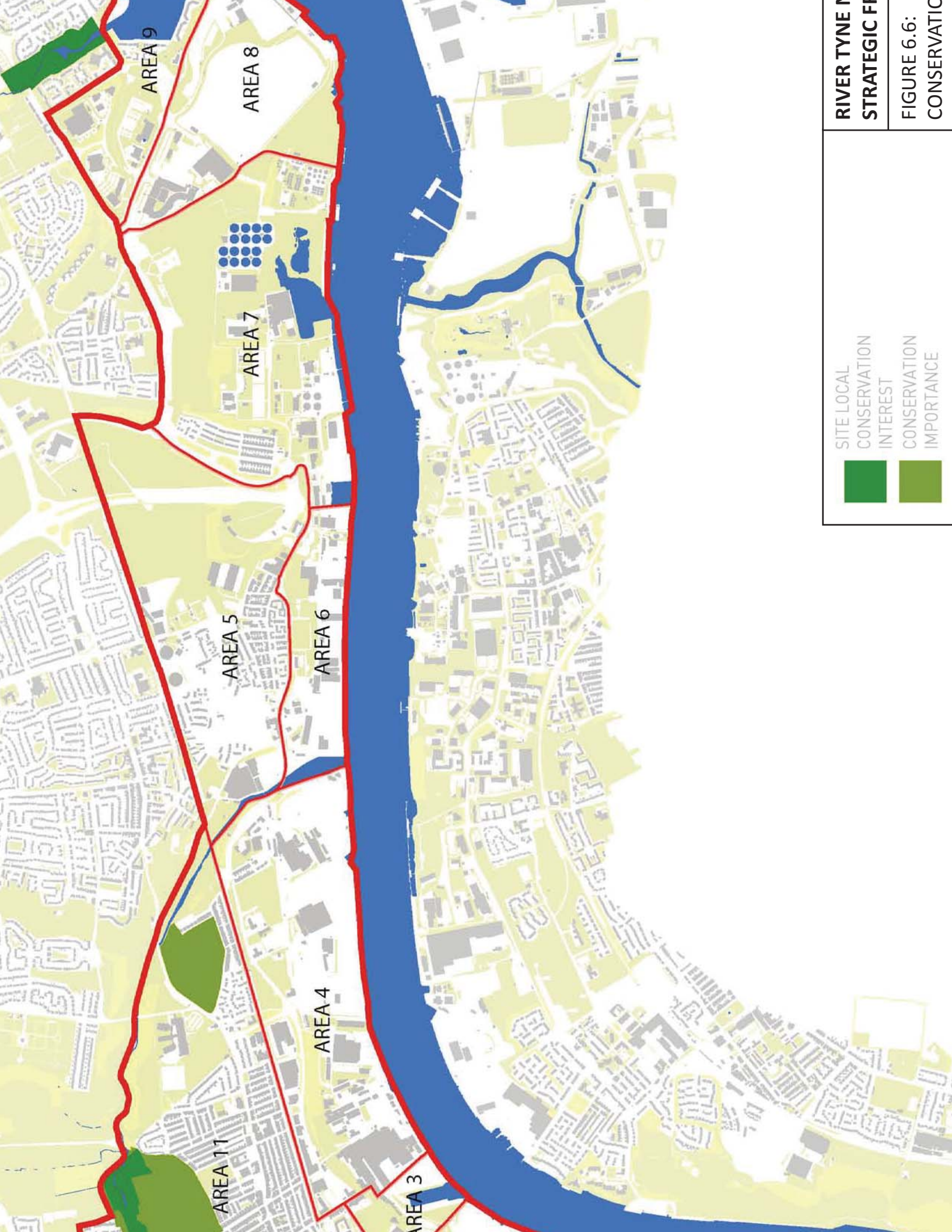
RIVER TYNE
STRATEGIC FOCUS

FIGURE 6.5:
IMPORTANT BUILDINGS

NON LISTED BUILDINGS

ANCIENT MONUMENTS





SITE LOCAL
CONSERVATION
INTEREST
CONSERVATION
IMPORTANCE



AREA 9

AREA 8

AREA 7

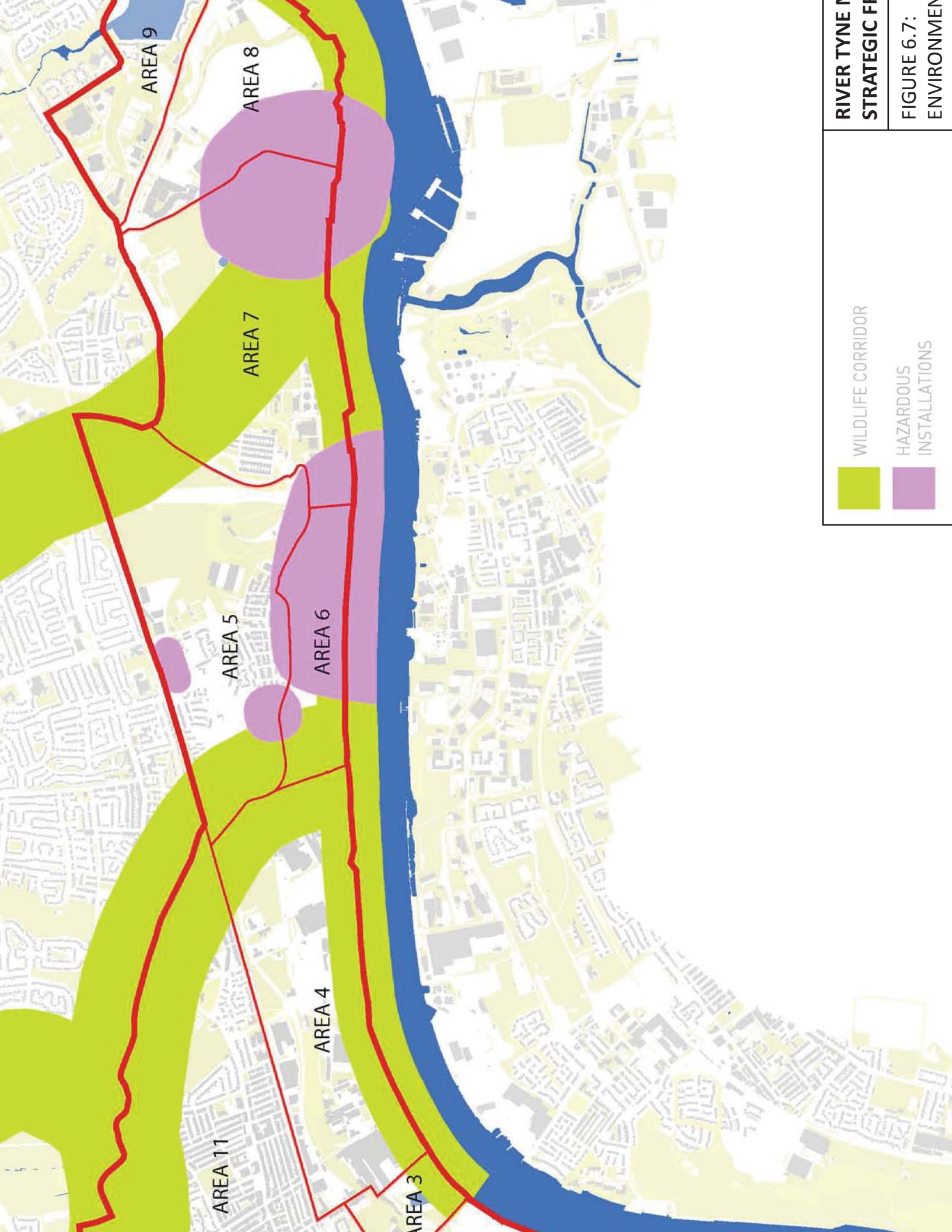
AREA 5

AREA 6

AREA 4

AREA 11

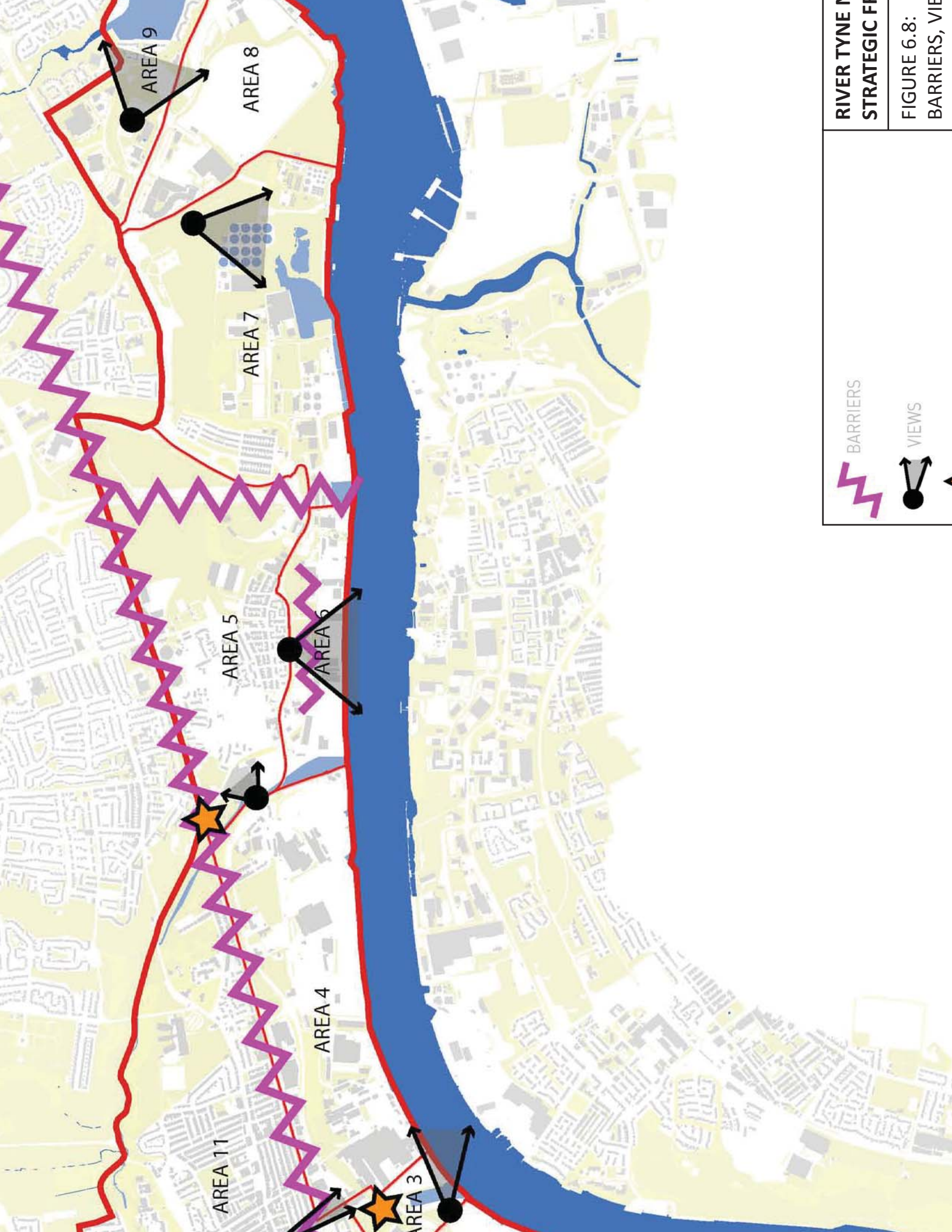
AREA 3



RIVER TYNE STRATEGIC FRAMEWORK

FIGURE 6.7: ENVIRONMENT

- WILDLIFE CORRIDOR
- HAZARDOUS INSTALLATIONS



BARRIERS

VIEWS

North Bank Character Area Analysis

Area 1 – Wincomblee/Walker Riverside Industrial Park (Figure 6.9)

- 6.26 The Wincomblee/Walker Riverside Industrial Park area forms the southern end of the Study Area and lies within Newcastle City Council's (NCC) boundary. Access to the area is from Malaya Drive and Wincomblee Road to the north.
- 6.27 Walker Riverside Industrial Park contains a number of relatively new business units set in a well maintained urban environment. Hadrian's Wall recreation route passes through the site on the western boundary.
- 6.28 The area to the north of Walker Riverside Industrial Park is fragmented with a mix of land uses including heavy industry and business use. There are also a number of derelict and vacant buildings, mostly located on the river's edge.

Area 2 – Dry Docks/Neptune Shipyard (Figure 6.10)

- 6.29 Area 2 includes a number of dry docks and the Neptune Shipyard. Much of shipyard has now been demolished. The dry docks form a distinctive landscape feature and a link to the area's industrial heritage.
- 6.30 A number of smaller industrial units are located to the west of Fisher Street. An isolated area of housing is located on Fisher Street, with views to the east along the Tyne Valley towards South Shields and Tynemouth. This area is bounded to the north by Hadrian's Way.

Area 3 – Segedunum - Roman Fort Historic Site (Figure 6.11)

- 6.31 Segedunum Roman Fort is an internationally important World Heritage site. Access to the site is restricted and is available from Buddle Street and the Hadrian Wall recreation route.
- 6.32 To the east of the Roman Fort, the land drops steeply towards the Tyne where the Swan Hunter Shipyard is located. This site is currently unused and is inaccessible to the public.
- 6.33 Physical characteristics of significance include the travelling cranes located around the dry docks which are clearly visible from the surrounding areas and buildings.



2/ Wellstream industrial building



4/ Wimcombe industrial building backing onto recreational path



6/ White Street industrial frontage



1/ Malaya drive linking to Station Road



3/ New Bellway Housing Estate



5/ Area 1 river frontage

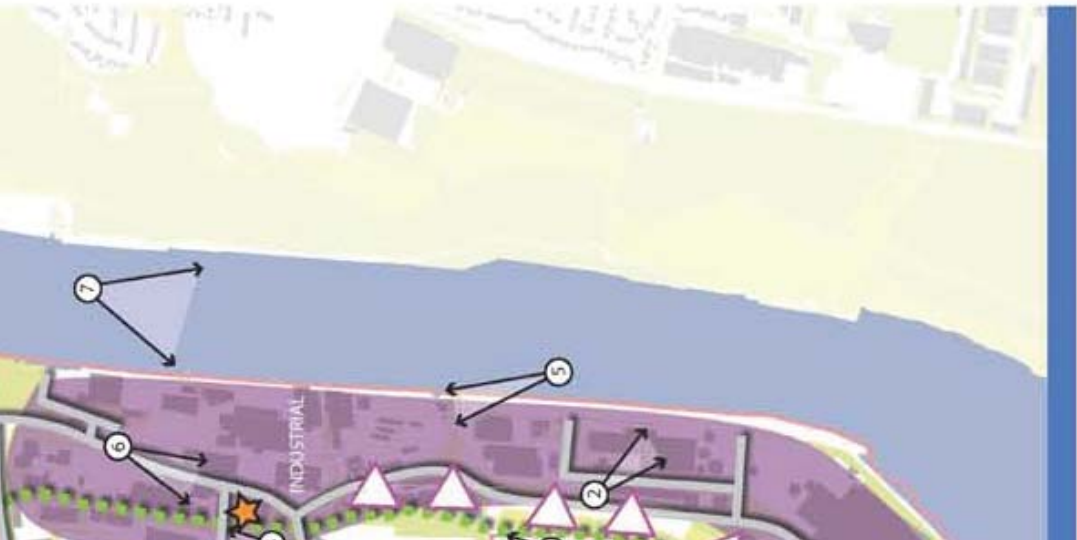


FIGURE 6.9: C. ANALYSIS PLAN



1/ Recreational Path with industrial frontage



2/ Terraced housing

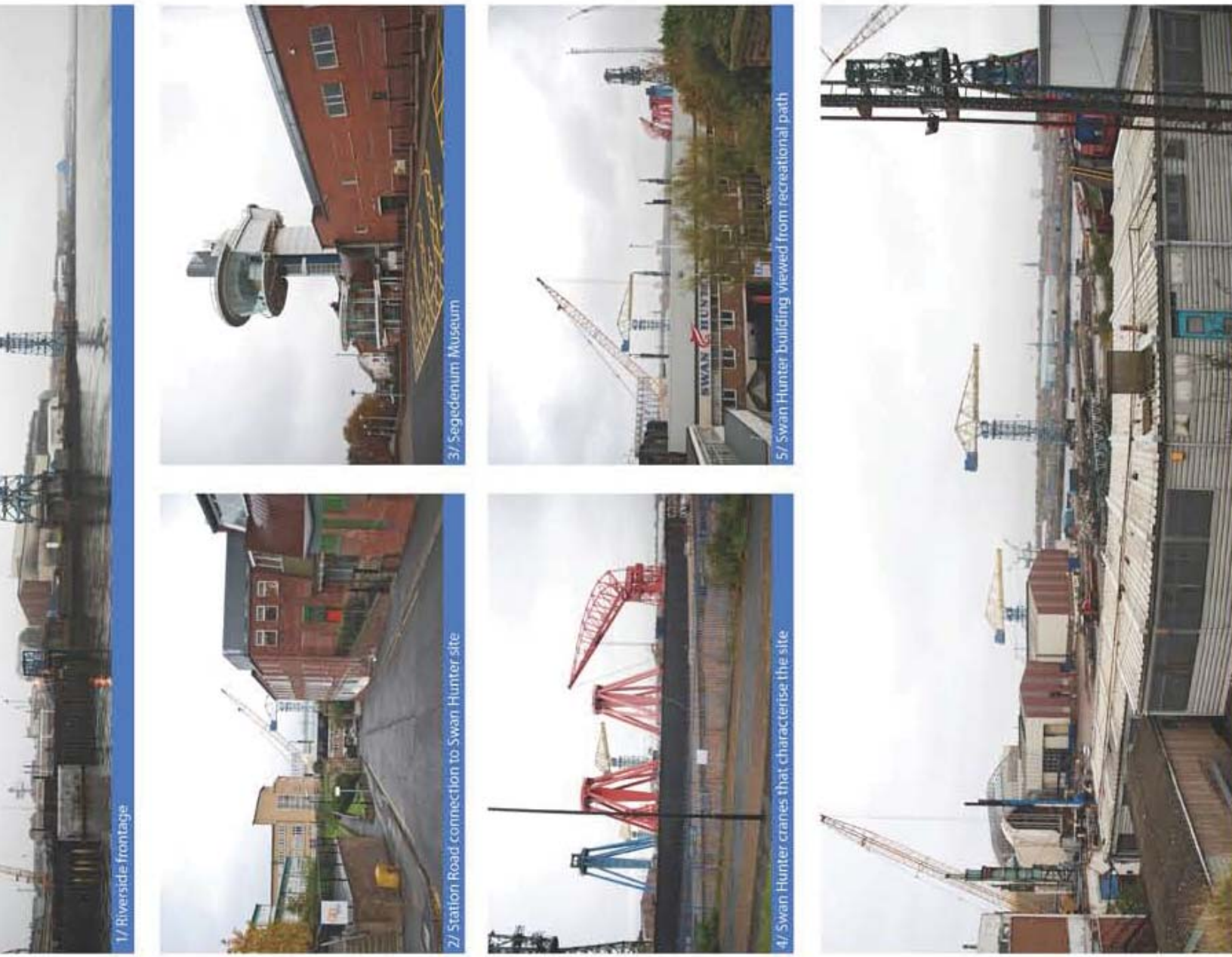


4/ Large vacant riverside frontage





RIVER TYNE
STRATEGIC PLAN
FIGURE 6.11:
ANALYSIS PLAN



Area 4 – Point Pleasant (Figure 6.12)

- 6.34 The Point Pleasant area includes a number of large scale industrial units and areas of concrete/ macadam hard standing. A large waterfront site is also used for the storage of new vehicles.
- 6.35 Willington Gut, a deep narrow valley where Wallsend Burn joins the River Tyne, forms the eastern boundary of this area. The landscape here is more diverse than the rest of the area and consists of a wooded valley.
- 6.36 An important visual feature of the areas is the Willington Viaduct. The viaduct is of considerable architectural merit and forms a dominant visual landmark for the wider study area.

Area 5 – Willington Quay (Figure 6.13)

- 6.37 The area to the north of Willington Quay is a focus for residential development by house builders Persimmon and Bellway. These developments will substantially increase the size of Willington Quay through the introduction of new residential uses. The western boundary of the areas is formed by Willington Gut and Wallsend Burn.
- 6.38 The A19 road corridor occupies much of the land to the east. A complex road layout at the entrance to the Tyne Tunnel currently limits pedestrian movement between Willington Quay and East Howdon. A large area of intensively maintained grass with trees is located at the tunnel entrance adjacent to Willington Quay and a remediated quarry/landfill site is located immediately west of the A19.



FIGURE 6.12: ANALYSIS PLAN



1/ Recreational path view to industrial riverfrontage



2/ Looking west towards large derelict land and industrial frontage facing the river



Area 6 – Hadrian Yard (Figure 6.14)

- 6.39 Hadrian Yard is located to the west of Willington Gut and is used by manufacturing businesses.
- 6.40 There is a steep embankment to the north of the site and a number of smaller development sites fronting onto the A187 Hadrian Road.
- 6.41 Panoramic views towards the south bank of the river and westwards towards the Swan Hunter site are available from this location.

Area 7 – East Howdon (Figure 6.15)

- 6.42 The northern part of East Howdon contains a number of derelict sites which have development potential but limited quality or amenity value in their current state.
- 6.43 The south west of the area is occupied by the Northumbrian Water treatment plant. The Sewage Works are also located within close proximity to the residential area in East Howdon. Land within the boundary of the sewage works is intensively maintained grassland with a few isolated trees.
- 6.44 An isolated area of terraced housing, bounded by the A19 and industrial uses, is also located within the area.



1/ Industrial scrap yards that characterise the areas river frontage



2/ Wellington Gut, under the Wellington Viaduct



4/ Pedestrian and cycle tunnel entrance





2/ South Howdon residential childrens play area



4/ South Howdon residential backs of terraces



7/ Howdon Road



1/ Water treatment along river Tyne



3/ View from Bewicke Street towards Howdon residential district



6/ Water treatment area



5/ Terraced housing road



Area 8 – Royal Quays (Figure 6.16)

- 6.45 Royal Quays is located in the eastern part of the study area and provides a range of land uses. The north of the area is occupied by the Royal Quays Shopping Outlet, a public house, a hotel and the JJB Soccer Dome. These uses are set around a large expanse of macadam car parking, which is broken up by isolated trees. The area is accessed from Cobble Dene, which forms the north boundary of the area.
- 6.46 The south of the area is occupied by large areas of land used which are used for vehicle storage by the Volkswagen Group. Again, this area has little to no landscape value and is covered by macadam and gravel.
- 6.47 The passenger and car ferry terminal is located in the east of this area, which has large areas of car parking.
- 6.48 There are isolated areas of landscape around the terminal building, however these are small and of limited amenity value.

Area 9 – Albert Edward Dock (Figure 6.17)

- 6.49 Baltic Business Park is located to the west of Albert Edward Dock, which is accessed from Coble Dene and the A187. This area consists of both commercial and leisure uses, which include the Wet 'n' Wild water park.
- 6.50 Redburn Dene passes through the centre of this area forming a green corridor connecting Percy Main in the west with Albert Edward Dock in the east. The Dene is an area of amenity landscape consisting of grassed areas and landscape planting with a maritime theme.
- 6.51 Albert Edward Dock is well used for recreational sailing and the storage of vessels and features a landmark sculpture at the entrance to the dock. The south and west areas have been developed for housing with extensive views along the waterfront.



1/ Port of Tyne routeway



2/ Oil rig being built in river Tyne



3/ Ferry terminal



4/ Ferry terminal





RIVER TYNE STRATEGIC FRAMEWORK ANALYSIS PLAN

FIGURE 6.17:
ANALYSIS PLAN



2/ Listed building set in the marina area



1/ Parkland area



3/ West'n'Wild located North east of the area



4/ adjacent residential areas and the vast parkland setting.



Area 10 – Bull Ring Dock (Figure 6.18)

- 6.52 The Bull Ring Dock is located immediately to the north of the Royal Quays area. The east of the dock consists of a number of isolated industrial units and vacant land. The buildings associated with the former dockland activities have been demolished.
- 6.53 This area benefits from views to the east along the Tyne towards Tynemouth and Collingwood Monument. There are also long distance views to the south east towards South Shields.

Area 11 – Wallsend Town Centre (Figure 6.19)

- 6.54 Wallsend Town Centre is located to the north of the River Tyne, approximately 5 miles to the east of Newcastle and 3 miles to the west of North Shields. Wallsend has a shopping centre (the Wallsend Forum) and High Street which are the focal points for retail activity. Important public buildings such as the Town Hall and Library are located in close proximity to the High Street.
- 6.55 The residential offer in Wallsend is characterised by a range of 19th to 20th century properties including terraced development, properties designed with Radburn type layouts and a small number of larger properties located to the north of the town centre.
- 6.56 The town centre is easily accessible to large areas of attractive parkland and green space which includes Richardson Dees Park and Willington Gut.
- 6.57 The area is also well served by public transport with two Metro stations providing access to the wider area.
- 6.58 Station Road provides the link between the town centre and the riverside industrial site including Swan Hunter. It also provides an important north – south pedestrian link between the metro and the riverside employment area and the important visitor attraction at Segedunum.
- 6.59 Whilst vehicular routes provide north-south links under the Metro line embankment, the latter creates a physical barrier to movement between the riverside and areas to the north. A pedestrian subway that links from the foot of Carville Road to the bus station provides an important point of access within the area.



1/ Existing derelict land that fronts the river



2/ The river docks that exist in the area at present



and the south bank of the river



FIGURE 6.18: ANALYSIS PLAN



RIVER TYNE
STRATEGIC PLAN
FIGURE 6.19:
ANALYSIS PLAN



1/ WallSEND terraced housing



2/ View down Carville Road



3/ View down Equitable Street



4/ Side of terraced housing facing the WallSEND retail street frontage



5/ Terraced housing and housing



Key Findings - Physical Analysis

6.60 A number of key physical elements have been identified in order to understand the spatial and physical characteristics of the area. The most notable physical characteristics of the area include:

- A distinct separation of land use between the waterfront employment corridor and the residential communities in Wallsend, Willington Quay and East Howdon;
- Large areas of derelict land along the riverside;
- Significant areas of open space that are under - utilised and of lower quality;
- Excellent transport connections through road, rail and ferry usage. Good cycle and pedestrian links. Most of the area is within a ten minute walk from a metro station;
- The river front is generally inaccessible to the public due to the operational requirements of businesses or sites becoming derelict;
- A strong industrial heritage with the visual prominence of cranes and docks.

6.61 There has been recent investment in the area including the development of new residential units in Willington Quay, the Royal Quays development and site remediation and development at the Neptune yard site in the western part of the study area.

7. ARCHAEOLOGY AND HERITAGE

- 7.1 This section provides an overview of the archaeology and heritage characteristics of the study area including its historical development from the prehistoric period to date. This section also highlights the importance of the area from a cultural and heritage perspective with reference to the world heritage site at Segedunum (a major attraction in the North East), scheduled ancient monuments, listed conservation areas and registered parks.
- 7.2 There is a major opportunity to capitalise upon the presence of the World Heritage site in the centre of the study area which will form an essential part of the regeneration strategy for the area and stimulate the opportunities for investment, the associated economic benefits and the profile for the Borough in terms of its reputation.
- 7.3 This section also includes a brief summary of the feedback we have received from English Heritage who have attended a workshop on archaeology and heritage during the study.
- 7.4 This section is presented under the following headings:
- Historical background;
 - World Heritage Sites;
 - Scheduled Ancient Monuments;
 - Listed Conservation areas;
 - Registered Parks;
 - Planning Policy Guidance 16;
 - Feedback from English Heritage;
 - Key Findings.

Historical Background

Iron Age Settlement

- 7.5 Whilst there is no direct evidence for Iron Age settlement within the study area, occupation in the form of small enclosed farmsteads has been identified across the southeast Northumberland Coastal Plain. Excavations conducted at Tynemouth Priory, approximately 2.2km to the east, identified the remains of a single timber round house which may date from this period. Similar farmsteads may have existed within the study area.

The Roman period and Hadrian's Wall

- 7.6 Following the Roman invasion of Britain in AD 43, Roman influence across the country increased, with northern Britain falling within the Empire by the end of the century. By AD 105 the Romans had established a frontier across northern England, between the Tyne and the Solway, known as the Stanegate. This comprised a series of garrison forts along a road that marked the border of Roman Britain. This boundary was formalised from AD 122 onwards, with the construction of Hadrian's Wall.
- 7.7 The Hadrian's Wall frontier comprised a number of features: to the north of the Wall was a wide V-shaped ditch, on the north side of which was a counterscarp bank. Between the ditch and the Wall was a broad level berm. Recent excavations in Shields Road, Byker and Melbourne Street have established the presence of defensive pits on the berm; these often contained wooden posts or stakes. These were designed as anti-personnel features that would deter or impede attack. The Wall itself is thought to have been approximately 3-4.5m in height. Whilst the majority of the Wall was built in stone, the section to the west of the River Irthing was originally built of turf, and only later replaced with a continuous stone wall.
- 7.8 In its fully-developed form, the Wall included a series of fortifications along its length. These included a series of forts along the wall. Between these, at intervals of about 1.6km, were small fortlets called milecastles. Between the milecastles, at intervals of c.500m, were small turrets.
- 7.9 The Wall was originally intended to run between the forts of Pons Aelii at Newcastle and Maia at Bowness-on-Solway. However, the Wall was extended eastwards from Newcastle to connect with a new fort, Segedunum, at Wallsend. Excavations on this additional stretch of the Wall have established that it was approximately 0.5m thinner than the Wall found to the west of Newcastle, which has led archaeologists to term it the Narrow Wall. Three milecastles are believed to have been built in this stretch.
- 7.10 Relating to the Wall within the study area are the Scheduled Ancient Monuments of the fort of Segedunum at Wallsend and two stretches of Hadrian's Wall. An additional branch of the Wall ran from the southeast corner of the fort to the River Tyne. Part of this was uncovered during the construction of a slipway in Swan Hunter's shipyard in 1903. Additional unscheduled archaeological evidence for the Wall will exist that could be affected by development. Behind the fort and the Wall was a vicus, a civilian settlement extending along the north bank of the River Tyne for almost 700m. **The area of Hadrian's Wall, the forts and the civilian settlement are designated by UNESCO as a World Heritage Site.**

The medieval period

- 7.11 Occupation of some sites along the Wall is known to have taken place in the early medieval period. Following the expansion of Christianity into the region, several monastic sites were established, including those at Gateshead, Monkwearmouth, Jarrow, Bishopwearmouth and Tynemouth. These sites lie outside the study area, but the Tyne would have been exploited during this period, for example as a trading route.
- 7.12 There is limited known archaeological evidence for the exploitation of the study area in the early medieval period. However, it is probable that known medieval settlement sites had early medieval origins.
- 7.13 Following the Norman Conquest in 1066, the medieval town of Newcastle developed after the construction of a motte and bailey castle. The 12th-century keep from which Newcastle derives its name is thought to have been built on its foundations. At this time Newcastle was the major settlement in the region. However, smaller settlements grew along the River Tyne; amongst these were the settlements of Walker, Wallsend, Willington and North Shields.
- 7.14 The exact date for the foundation of the modern settlement of Wallsend is uncertain. Along with Willington, the medieval village would have been located around the current green. In 1539 two cottages and seven leaseholders are recorded; these have been interpreted as the early representatives of the township's seven farms which survived as late as the 19th century.

The post-medieval period

- 7.15 Medieval settlements within the study area were also occupied during the post-medieval period. Large-scale industry developed along the River Tyne. The Tyne was exploited as a major trading route, as a source of power, as a source of water for industrial purposes, and as a basis for maritime industries.

Coal mining

- 7.16 Estimates of the quantities of coal moving through the Tyne rise from 35,000 tons in 1565 to 400,000 tons in 1630. Mines were prevalent throughout the study area, with mines opened in Walker in 1758, Wallsend in 1780 and Percy Main in 1785. Coal mining became by far the biggest industry within the Tyne and Wear area, due to its navigable river section, enabling easy transportation throughout the United Kingdom and into Europe. Transportation was enabled by the creation of a network of wooden waggonways using horses to draw carts,

which led to staiths on the river for loading boats for transportation. Examples of this network are found across the study area, such as the West Cramlington Waggonway, the Seghill Waggonway, the Willington Waggonway, the Killingworth Waggonway, the Walker Waggonway and the Wallsend Waggonway. Archaeological evidence relating to coal mines and waggonways survives within the study area.

- 7.17 As shallow coal seams became exhausted in the late 17th and early 18th centuries, technological advances such as the creation of pumping engines enabled otherwise unavailable resources, below the water table, to be tapped. The depths at which mines could be worked increased from 300ft in 1700 to around 1000 ft by 1800. This allowed for a further marked expansion in the northeast coalfields. Huge wealth was generated by the coal industry in this period, as it fed the industrial rise of Europe. This created a number of subsidiary industries in the area.
- 7.18 The majority of the collieries in the area produced large quantities of 'small' coal, for which no great market existed. By the mid 1700s this was being sintered into coke or cinder in large coking ovens. The site of one such oven is located within the study area at Walker and is depicted on the first edition Ordnance Survey map.

Ballast industries

- 7.19 The coal was carried from the Tyne in purpose-built wooden vessels, known as Collier Brigs, off to destinations around the coast of Britain, France, Spain, Scandinavia and on to Russia. These vessels required stabilising ballast for the return journey, usually in the form of clay or sand and gravel. Whilst ballast would have been deposited from the medieval period, it has been estimated that by the mid 19th century some 90, 000 tons of ballast was being brought to the Tyne annually. The majority of this material was dumped on the banks of the river, forming ballast hills, such as the one within the study area at North Shields, substantially changing the shape of the river channel itself. A recent geotechnical survey conducted at Swan Hunter's Shipyard at Wallsend identified a deposit of up to 8m of ballast below the entire site (White Young and Green 2008). Some industries utilised and became dependent upon these materials, such as potteries, glass manufacturers and chemical works.

Shipbuilding

- 7.20 Shipbuilding on the River Tyne dates back into the medieval period. By the beginning of the 16th century a craft guild of shipwrights already existed on the Tyne. At the beginning of the 19th century there were approximately 1000 shipwrights operating on the River Tyne. Great change came to the industry with the beginning of commercial ship construction in iron in

1852. Within a decade 10 specialist yards, employing over 4000 people, were found on the banks of the Tyne. A number of yards resided within the study area, such as Howdon Pans shipyard, Wallsend, Tyne pontoons and Drydock and Swann Hunter's of Wallsend. Ancillary industries based around shipbuilding have also been identified within the study area, such as the ropery at Willington Quays.

- 7.21 Substantial and significant archaeological evidence for post-medieval industry survives within the study area.

World War I and II

- 7.22 The World Wars directly impacted upon the regional economy. A demand for armaments resulted in the construction of a 70 acre naval shipyard at Billy Quay, Walker. Several defensive sites have been identified within the study area: these include the settings for barrage balloons across Howdon and North Shields, pillboxes in Wallsend and Walker and a World War II roadblock in Howdon.

Modern

- 7.23 Associated with the rise of industry in the 19th century was a rise in the population of the area, and a resource relating to residential development in the late 19th and early 20th century is also likely to survive. This also includes public developments, such as Wallsend Park, opened in 1900, and Burn Closes Bridge built in 1912. The heavy industry on the River Tyne saw a substantial decline in the 20th century. Shipbuilding started a decline in the economic depression of the 1920s and '30s, and this has continued until the present day. Coal mining reached a peak in the early 20th century, but there is now none within Tyne and Wear. The decline of the mining industry also led to a decline in the chemical industry. Some modern features within the study area are significant historical assets, such as the Tyne Tunnel, the Tyne Pedestrian Tunnel, Howdon Station Brick Works, Howdon Gasworks and Richardson Dees Primary School, Wallsend.

World Heritage Sites

- 7.24 World Heritage Sites are places which are designated as areas of priceless and unique cultural significance. The role of this designation is to ensure, as far as possible, the proper identification, protection, conservation and presentation of the world's heritage. The Member States of UNESCO adopted the World Heritage Convention in 1972. The protection of World

Heritage Sites is built into regional planning policy. English Heritage will be consultants to the planning authorities on developments relating to World Heritage Sites.

- 7.25 Within the study area, Hadrian's Wall, Segedunum and the vicus are part of the Hadrian's Wall World Heritage Site.

Scheduled Ancient Monuments

- 7.26 Under the Archaeological Areas Act 1979, sites which are considered nationally important are granted legal protection by being placed on a 'schedule' and become Scheduled Monuments. A schedule has been kept since 1882 of monuments whose preservation is given priority over other land uses. While it is an offence to damage, disturb or alter a scheduled monument, the Act supports a formal system of Scheduled Monument Consent for any work to a designated monument. English Heritage takes the lead in the identification of sites for the addition to the schedule, and the Secretary of State for Culture, Media and Sport is responsible for Scheduled Monument Consent. Three scheduled monuments are located within the study area; these are the Roman Fort of Segedunum, Wallsend, and two stretches of the upstanding Roman wall immediately to the west of the fort.

Listed Buildings and Conservation Areas Act 1990

- 7.27 Sections 66 and 72 within the Act state that local planning authorities should give special regard to the desirability of preserving or enhancing those buildings or areas contained on the register of listed buildings and conservation areas. Planning Policy Guidance 15: Planning and the Historic Environment defines the government's policies with respect to listed buildings and conservation areas, and the application of this is administered through regional planning authorities.
- 7.28 Twenty six listed buildings have been identified within the study area; these range between grade II and grade II* listings.

Registered Parks

- 7.29 Three registered parks are within the study area. These are Richardson Dees Park, Wallsend, the vicus associated with the fort of Segedunum and the graveyard of St Peter's Church, Wallsend.

Planning Policy Guidance 16 (PPG 16): Archaeology and Planning 1990

- 7.30 PPG 16 defines the government's policies with respect to archaeological remains on land and how those assets should be preserved or recorded, both in an urban setting and in the countryside. It offers advice on the handling of archaeological remains and discoveries through the development plan and development control systems, including the weight to be given to them in planning decisions and planning conditions. It is implemented through regional planning policy.
- 7.31 There are numerous sites listed on the Historic Environment Record which is utilised as the basis for implementing this planning policy. The policy has a preference for the preservation of archaeological remains in situ, but allows for a suitable mitigation strategy in certain circumstances.

Feedback from English Heritage

- 7.32 North Tyneside Council has held a number of initial discussions with English Heritage over the potential redevelopment of the Swan Hunter site and English Heritage have attended meetings including an Archaeology and Heritage workshop for this study. The main points from these discussions include:
- Following a desk based archaeological assessment for the Swan Hunter site, a programme of field evaluation would be recommended prior to a planning application;
 - Efforts should be made to retain elements of the shipyards industrial heritage;
 - There is an opportunity for proposals to benefit from being adjacent to a World Heritage Site; and
 - The Swan Hunter site is archaeologically highly sensitive and any development needs to respect this.

Key Findings - Archaeology and Heritage

- 7.33 The study area contains a significant archaeological resource known from documentary and archaeological evidence. This ranges from find-spots of prehistoric date to documented areas of large-scale industrial development. A potential exists for a hitherto unknown archaeological resource to be present within the study area. Development proposals within the study area have the potential to impact directly upon this resource.

- 7.34 The designated UNESCO World Heritage Site, Scheduled Monuments, Listed Buildings and Registered Parks are huge assets for the area and represent important opportunities to be enhanced as part of the regeneration strategy for the River Tyne North Bank. Development proposals will need to take account of these designations.
- 7.35 Non-designated areas have been identified where archaeological deposits are known or have the potential to exist: these are listed on the Historic Environment Record. An as yet unidentified archaeological resource has the potential to exist in areas not listed on the Historic Environment Record. Phased programmes of archaeological works are likely to be required by the planning authorities in relation to establishing a suitable mitigation strategy for the development of these areas. It is recommended that these areas are defined by the proposed location of future developments.
- 7.36 A baseline archaeological survey of a study area extending approximately 9.9km along the north bank of the River Tyne has been conducted and is presented in the Baseline Report.

8. TRANSPORT, UTILITIES AND MARINE INFRASTRUCTURE

8.1 This section presents a summary of the key transport, utilities and marine infrastructure issues within the study area. More details are provided in the Inception Report.

Transportation

8.2 A baseline study of transportation issues has been undertaken, covering highways, public transport and river transport. Transport policy, from local to national level, has been identified. The major highway corridors have been identified, with traffic flows and junction accident frequency indicated.

8.3 It is apparent that, at peak times, the main roads are generally congested with localised delay at most major junctions. Work is ongoing to dual the Tyne Tunnel, with the New Tyne Crossing due to open in 2011.

8.4 Car parking provision is an issue in the Offshore Technology Park area.

8.5 Reasonable public transport provision exists, through the Tyne and Wear Metro and bus services, although localised gaps in provision may occur, particularly in the area of the Offshore Technology Park at Walker, other areas adjacent to the river edge, and the eastern section adjacent to Royal Quays and Smiths Dock, although the redevelopment of these areas will result in changes to the local public transport provision.

8.6 At present, other than for industry, foreign travel and leisure, and with the exception of the Shields Ferry, the river is not used for public transport.

8.7 A reasonable network of cycle paths and pedestrian footpaths exists although, due to the long linear nature of the study area, and its topography, non-vehicular transport currently does not meet the aspirations for the area.

8.8 A pedestrian and cycle corridor will however be provided along the A19 corridor by the New Tyne Crossing project (Tyne and Wear Integrated Transport Authority) and in addition, investment in the Tyne pedestrian and cycle tunnels (TPCT) will provide important improvements to the strategic and local access to/through the North Bank area. In this context, it is important to note the following measures that are being delivered:

- The national cycle routes (e.g. Route 72) which provide important sustainable transport links and routes to/from Metro and the TPCT;
- Access to the TPCT which is about to be enhanced following consultation with the Highways Department of North Tyneside Council;
- Improved access to the TPCT from the adjacent residential areas is currently being discussed and the SDFP for the North Bank area will need to be flexible to incorporate these measures as they are worked up in more detail;
- The roundabout on the A19 is being removed and the link to the local road network/East Howdon by-pass will be for public service vehicles only;

River Frontages

- 8.9 A combination of desk study and river survey have been undertaken to assess the baseline condition of the river related infrastructure. Due to access constraints, this did not include an inspection or assessment of hard standing and load areas inland of the river frontage.
- 8.10 The assessment has highlighted that:
- The frontages within the site are of a variety of constructions, including timber, steel and concrete. A number of structures have been adapted to utilise a combination of the above.
 - The oldest load bearing structures are timber, while the most modern are generally concrete decks on steel bearing piles. In areas where it is unlikely that future industrial use of the frontage will occur, recent structures are generally sheet piles with concrete capping beams.
 - Most of the operational frontages utilise older structures that have been repaired. Several of these are now in need of further repairs.
 - The visual survey has identified a need for further physical measurements to allow a detailed assessment of loading capacities and expected life of structures.
- 8.11 The study has also identified the existing river berths within the study area, the current dredged depths and the existing fixed craneage. The river survey has provided a preliminary assessment of the full length of river frontage, from Wellstream to Smiths Dock. The frontages have been categorised in terms of Environment Agency Condition Grades for flood defence structures, which provides an indication of condition and Estimated Useful Life (EUL) remaining. In addition, a preliminary assessment of potential load capacity of the frontages has been made. These categories and assessments will need refining through inspection once development options have been developed.
- 8.12 The key finding of the study is that a significant proportion of the river frontage (80%) is in the lower Condition Grades, 3 to 4. This suggests that they have an EUL of, at best, 15 years and at worst less than 1 year before repairs or replacement is required. In the meantime, maintenance will be required. Ongoing degradation issues, including possible Accelerated Low Water Corrosion of the steel structures, have been identified. Whilst this is a conservative assessment (since detailed design information was not available), it highlights the short to medium term future requirement for significant infrastructure investment.

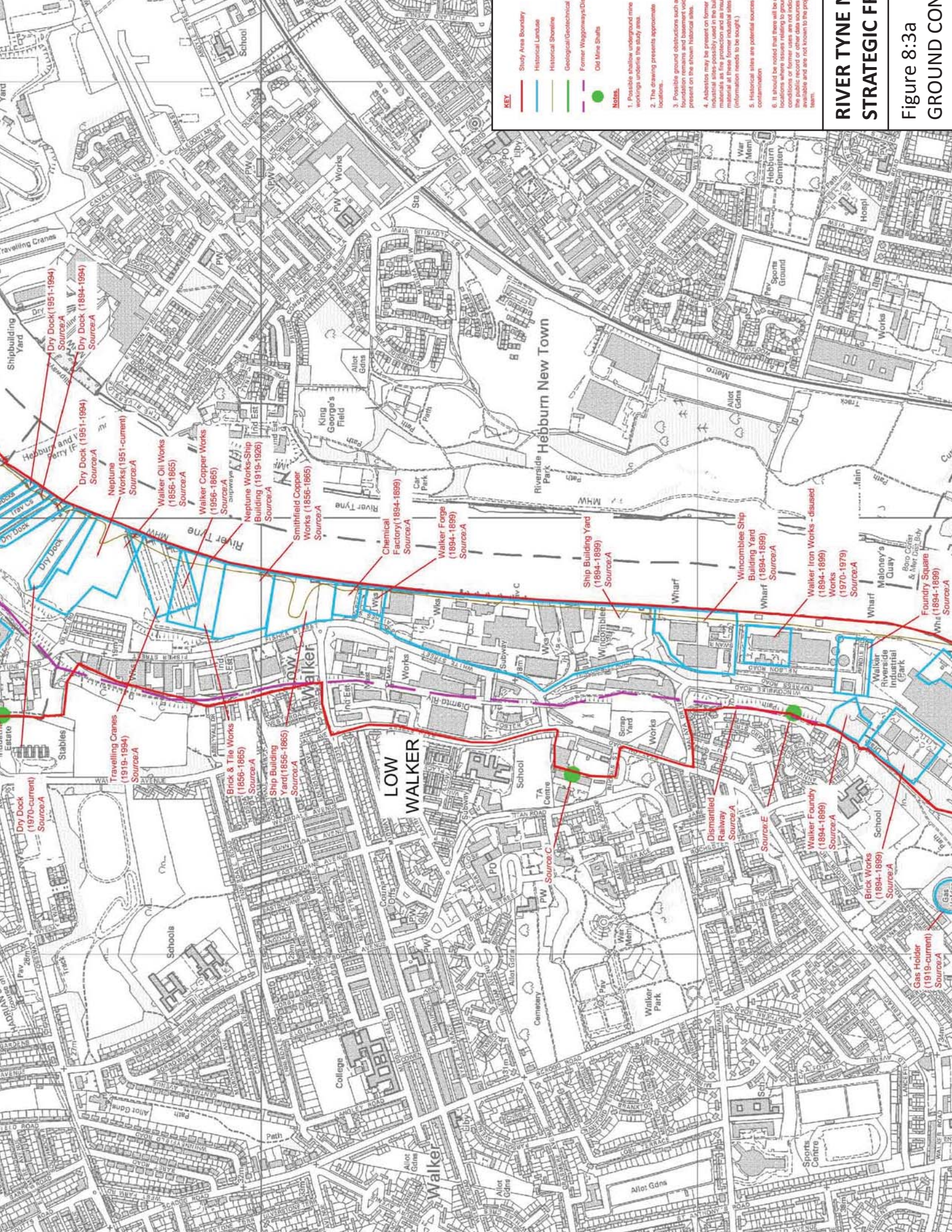
- 8.13 The preliminary load capacity assessment suggests that, whilst the majority of the frontages (69%) are suitable for light and medium loadings (pedestrians, walkways, car parking and light industrial storage), less than 30% is suitable for heavier loadings including storage of bulk materials, low to high level container storage or heavy lift equipment. Whilst there may have been local strengthening that has not been observed, and the assessment is conservative, this suggests that, for the existing and envisaged potential heavier industries, strengthening of the quay edges and hinterlands may be required. This will need assessing on a development specific basis. Budget replacement costs for 100m of sheet pile wall are approximately £700,000 for a 14m high wall.



RIVER TYNE
STRATEGIC FI
FIGURE 8.2: R

Ground Constraints

- 8.14 Based on the available information on the historical and local knowledge of the current land use of the study area, a ground constraint drawing has been produced. This study shows that historical sites are potential sources of contamination as well as possible areas where ground obstructions can be encountered. It also reveals that there are geological/geotechnical ground constraints to any future development.
- 8.15 A risk assessment of the identified ground constraints has been carried out and options for mitigating these risks have been proposed. It must be emphasised that the principal measure to mitigate the risks posed by the ground constraints is to carry out detailed site investigation.
- 8.16 It is recommended that more detailed site specific desk studies should be carried out when development proposals are known. The further works should include infrastructure studies and should also involve a site walkover, a review of coal mining reports and a review of other available information which are relevant to the sites in light of the development proposals.



KEY

—	Study Area Boundary
—	Historical Landuse
—	Historical Shoreline
—	Former Waggways/Docks
●	Old Mine Shafts

- Notes**
1. Possible shallow underground mine workings underlie the study area.
 2. The drawing presents approximate locations.
 3. Possible ground obstructions such as foundation remains and basement voids are present on the shown historical sites.
 4. Asbestos may be present on former industrial sites possibly used in the building materials as fire protection and as new material at these former industrial sites (information needs to be sought).
 5. Historical sites are potential sources of contamination.
 6. It should be noted that there will be locations where issues relating to ground conditions or former sites are not reflected in the public record or other data sources available and are not known to the project team.

Figure 8:3a



KEY

- Study Area Boundary
- Historical Landuse
- Historical Shoreline
- Geological/Geotechnical
- Former Waggways/Disc
- Old Mine Shafts

Notes

- Possible shallow underground mine workings underlie the study area.
- The drawing presents approximate locations.
- Possible ground obstructions such as foundation remains and basement voids are present on the shown historical sites.
- Asbestos may be present on former industrial sites possibly used in the building materials as fire protection and as new material at these former industrial sites (information needs to be sought).
- Historical sites are potential sources of contamination.
- It should be noted that there will be locations where issues relating to ground conditions or former sites are not reflected in the public record or other data sources available and are not known to the project team.

RIVER TYNE STRATEGIC FRAMEWORK

Figure 8:3b

GROUND CON...

POINT PLEASANT

Hebburn Colliery

Point Pleasant

Point Pleasant

Point Pleasant

Point Pleasant

Point Pleasant

Point Pleasant

Point Pleasant

Point Pleasant

Point Pleasant

Point Pleasant

Point Pleasant

Major oil and gas fabrication yard

Soft Ground (Mud)

Industrial Estate

Amec House

Hotel

Fire Station

Travelling Crane

Reservoir (1856-1885)

Travelling Crane

Site of Old Clay Pit

Brick & Tile Works

Carville Power Station

Robery (1856-1885)

Wallsend Power Station

Wallsend Ship Building Yards

Engineering Works (1951-1959)

Reservoir (1894-1899)

Aluminium Works (1895)

Sheet Metal Works (1940-1979)

Wallsend Iron Works (1856-1885)

Wallsend Quarry (1856-1885)

Depot (1970-1994)

Travelling Cranes (1884-1895)

Shipbuilding Yard

Ship Building Yard (1919-1926)

Shipbuilding Yard

Dry Dock (1951-1994)

Dry Dock (1894-1994)

Dry Dock (1951-1994)

Walker Oil Works (1856-1885)

Walker Oil Works (1856-1885)

Walker Copper Works (1856-1885)

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Utilities

- 8.17 An initial utilities assessment has been carried out to identify potential constraints to the development of the masterplan and also assess the current capacity limitations on the utilities networks. Northern Electric Ltd (NEDL), Northumbrian Water Ltd (NWL), Northern Gas Networks (NGN) and British Telecom (BT) have been contacted through North Tyneside Council to raise awareness of the project, and meetings held to discuss each utility provider's views relating to development within the study area. Previous studies and the long term development plans of the utility providers were also reviewed.
- 8.18 Although no specific long term development plans have yet been identified within, or surrounding, the North Bank area, all of the utility providers confirmed that, at present, there are no capacity issues within the North Bank area and therefore no abnormal costs are envisaged.
- 8.19 However, where additional capacity is required on a specific site, the accurate load requirements and available capacity will need to be established in relation to the nearest substation, sewer, exchange, etc. Any required network strengthening will incur new infrastructure costs which would be charged to the developer. Similarly, where proposed building or infrastructure footprints run over existing cables, sewers or pumping stations, diversions may be necessary. A typical pumping station diversion could cost up to £750,000.

9. KEY ISSUES AND OPPORTUNITIES FOR CHANGE

Introduction

9.1 This section presents the key issues and challenges which face the River Tyne North Bank which have been identified during our analysis of the area. This highlights a number of key areas where there are significant opportunities for change. The opportunities are set out in the concluding part to this section in the form of a 'Strengths, Weaknesses, Opportunities and Constraints Analysis'.

9.2 The analysis is presented under the following headings:

- Addressing multiple deprivation;
- Improving Wallsend Town Centre;
- Re-connecting the North Bank to other areas;
- Improving Transport and Accessibility;
- Improvements to housing and community facilities;
- Bringing underutilised land back into productive use;
- Local Heritage;
- Joined up approach;
- Strengths, Weaknesses, Opportunities and Constraints

Addressing multiple deprivation

9.3 There are acute patterns of multiple deprivation associated with large swathes of the River Tyne North Bank and elevated levels of background deprivation affect the majority of the area, with the exception of Royal Quays. The intensity of the deprivation rises with proximity to the south and west of the study area, with parts of Walkergate and Walker representing the 5% most deprived locations nationally.

9.4 Connecting the area and its residents to centres of economic growth remains a priority to tackle deprivation and economic and social inequality. The high numbers of benefit claimants,

high economic inactivity and unemployment rate demonstrate that the North Bank area has been unsuccessful in tapping into the employment and productivity growth experienced elsewhere in the city region.

- 9.5 Education and skills deprivation is particularly acute in the study area again pointing to the need for specifically targeted action, particularly given the relatively healthy level of qualifications in the wider authority population. Wallsend town centre is a particular issue with high levels of benefit claimants which suggests that the town would also benefit from actions targeted at improving residents' health and assisting them back into work. Improved access to an expanded education and training offering could empower and enable newcomers and existing residents to participate in the local economy.

Improving Wallsend Town Centre

- 9.6 The regeneration and development of Wallsend town is a key strategic driver for the North Bank area. Supporting efforts to increase the distinctiveness and vibrancy of Wallsend town centre and strengthening its offer as a family destination will therefore need to be a core element of the strategic framework.
- 9.7 The town centre has the potential to be a strong heart for the area, but at present fails to perform this role. Whilst it has some notable retail features, namely the Wallsend Forum Shopping Centre and High Street, the town centre is characterised currently by its unsustainable linear form and is exhibiting signs of weakness with limited multiple retailer representation and limited demand for further representation. This poor retail environment is contributing to high leakage of expenditure to neighbouring centres, which in turn is destabilising the town centre offer and leading to increases in the numbers of voids.
- 9.8 The delivery of a revitalised centre has the potential to create a sustainable focal point for the area and a destination and attractor for families within the area. In line with the objectives contained within the emerging Area Action Plan opportunities exist to:
- Plan for the development of new and improved retail provision. This would include the potential redevelopment of the Forum Shopping Centre and Co-op which would create an opportunity of significant scale and impact within the town centre.
 - Create new opportunities for economic growth in existing and emerging sectors through the creation of new employment space;
 - Improve the linkage and connectivity between Wallsend's residential and commercial areas and to the riverside across the Metro line and Buddle Street;

- Capitalise on the Town's culture and heritage, in particular that of Hadrian's Wall World Heritage Site and the Conservation Areas;
- Invest further in the public realm to improve the retail environment and attractiveness of the town centre to potential investors;

9.9 Wallsend also has a number of barriers to housing and the quality of the living environment poses a particular issue. This is considered further in the sub - section on housing and community facilities below.

9.10 In view of the ward's primary role, improving the public realm, transport links and accessibility to high quality services should all be priorities for the Masterplan. There is also the potential of the infill sites, library and Town Hall to the east of the town centre which should form part of the overall delivery framework.

9.11 The SDFP will also seek to attract shoppers back to Wallsend.

Re- Connecting the North Bank

9.12 The North Bank offers the potential to be a major economic driver for North Tyne. Central to achieving this however is the need to reconnect parts of the North Bank to the rest of the borough and beyond into the wider sub-region.

9.13 Distinct separations exist in the land uses that characterise the North Bank study area. Redundant sites and under utilised open spaces are dispersed throughout the North Bank area and fail to contribute to the functionality of the area. Whilst there are indications of recent investment, such as new residential units in Willington Quay, and previous regeneration investments such as the Royal Quays these have tended to be pockets of isolated development and have failed to create the critical mass needed to transform the area.

9.14 A number of opportunities therefore exist for stronger physical linkages between redundant sites and areas of residential and commercial activity, therefore promoting more positive land uses and movement across the area. To achieve this aim a number of specific issues will need to be addressed, as summarised below.

Public Access to the Waterfront

9.15 Through the baseline analysis it has become apparent that the individual sub-areas of the North Bank are characterised by somewhat fragmented land uses which act as barriers to access and movement. In addition a distinct separation between the residential and industrial

land uses has been identified. This is accentuated further by natural level changes between the river frontage and the hinterland to the rear and the disconnection that currently exists between the river, local communities and employment areas.

- 9.16 The industrial heritage, particularly along the waterfront, is strong in the area and in many respects serves to reinforce this issue with operational quayside or derelict sites limiting access resulting in the waterfront being somewhat cut off from the rest of the area.
- 9.17 Access adjacent to the waterfront is provided for the whole length of the study area by the Hadrian cycleway. However, low public awareness, anti-social behaviour and perhaps poor signage reduce the usage and impact of this cycle and pedestrian route.
- 9.18 With public access to the waterfront severely limited it will be important that the strategic framework seeks to improve visual and physical linkages to this area and address the current disconnection. Whilst limited public sector ownership of waterfront sites may limit the scope to deliver a comprehensive programme, the Swan Hunter site and Oceana Business Park represent a significant opportunity for intervention and create the potential to reconnect Wallsend Town Centre with uses on the riverfront.

Open Spaces and the Environment

- 9.19 The North Bank study has a number of high quality open spaces. Areas such as Richardson Dees Park, Hall Grounds Park, Willington Gut Corridor and Redburn Dene are all recognised as key environmental assets within the area.
- 9.20 In addition to these important assets there are large areas of open space which surround industrial warehousing and commercial office blocks. These are often disguised by the rise and fall of the land form, but in effect create large areas of semi-utilised land adjacent to residential communities, often of poor quality. These provide a multitude of open space areas which are used for storage or parking associated with existing commercial activity or are semi-redundant islands currently offering limited access for use or movement.
- 9.21 Given this context, delivering an enhanced network of green spaces that improve the provision of open space and linkages between key environmental assets will be a key. The land around Willington Gut for example, presents an opportunity for intervention, possibly to deliver a mix of uses which capitalise on the attractive green environment.

Improving Transport and Accessibility

- 9.22 The North Bank area has excellent transport connections through road (A19, Coast Road and Hadrian Road), rail and ferry usage. Good cycle links also run through the area and the pedestrian linkages are reasonable.
- 9.23 Reasonable public transport provision exists, through the Tyne and Wear Metro and bus services, although localised gaps in provision may occur, particularly in the area of the Offshore Technology Park at Walker, other areas adjacent to the river edge, and the eastern section adjacent to Royal Quays and Smiths Dock. At present, other than for industry, foreign travel and leisure, and with the exception of the Shields Ferry, the river is not used for public transport. In addition whilst the ferry terminal offers daily departures to Amsterdam, previous travel to Scandinavia has recently ceased.
- 9.24 A reasonable network of cycle paths and pedestrian footpaths exists however due to the long linear nature of the study area, and its topography, non-vehicular transport may not meet aspirations. The Hadrian's Way Route, which forms part of the national cycle way network, also runs through the study area, but is poorly maintained and suffers from path degradation and overgrown planting, and the lack of natural surveillance raises questions of community safety.
- 9.25 There are a number of constraints within the area which have been highlighted in the Baseline Report. These include:
- The limited public transport accessibility of many areas, particularly those near to the river frontage where a large amount of development is likely to be located;
 - Cross-river connections;
 - Localised junction congestion and delays associated with Tyne Tunnel;
 - Limited public transport accessibility in many areas of the study area;
 - Disincentive to use existing cycling or walking routes (due to anti-social behaviour and perhaps poor signage);
 - Disparate land uses (particularly in East Howdon where the residential area is an inlier in an otherwise industrial area);
 - Abnormal load movements need to be preserved;
 - Metro alignment and structures offers a physical barrier in places, as does the Wallsend Gut.

- 9.26 In contrast to the above constraints, there are a number of major opportunities across the study area, which can be considered in later work. These include:
- significant and densely populated residential areas close to the study area meaning that public transport use is a practical alternative to the private car;
 - use of existing public transport services and identification of additional routes;
 - existing cycling network is well developed but could be improved through small connections and improved security;
 - cruise ship movements provides a trip attractor and employment zone;
 - potential to introduce a hierarchy of roads across the area to ensure that the wide variety of movements can take place;
 - Stephenson Railway extension would improve north south connectivity;
 - Park and Ride facilities at strategic locations across the study area.
 - Exploring opportunities to maintain or enhance the connectivity of the area will be critical to improving the performance of the area.

Improvements to Housing and Community Facilities

- 9.27 North Tyneside is home to a dynamic and growing population. The population of North Tyneside has grown strongly over the past 7 years with further growth forecast over the next twenty years. Over the period to 2029 household growth is also estimated to reach 22%, undoubtedly placing serious additional pressure on the local housing market. It will therefore be important that a sufficient supply and choice of housing is developed, alongside appropriate services and amenity provision to meet this demand.
- 9.28 The North Bank area, in particular the Wallsend ward, has suffered mixed fortunes in migration terms. Whilst the residential areas to the east of the town centre have achieved strong inward migration, this is in stark contrast to areas located to the west, towards Walkerville and Walkergate, which have suffered losses.
- 9.29 Despite these negative trends, planning for future growth will however be critical for the continued sustainable development of the wider North Tyneside area. Indeed planning for economic growth will also be important, ensuring that the area is attractive to those that will bring and generate economic wealth in the sub-regional economy.

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- 9.30 In demographic terms the area is characterised by high levels of cohabiting couples and single parent households with dependent children. This distinguishing feature of the area confirms the requirement to also provide for families. Proposals for the North Bank must therefore cater for both new and existing families and address weaknesses in the socio-economic profile of the area including high levels of multiple deprivation and weak housing offer.
- 9.31 The current housing offer in the RTNB area includes the worst housing in the borough in terms of non-decency (as outlined in the Baseline Report). Approximately 48% of the vulnerable households in this area live in a non-decent property compared with a borough average of 40%.
- 9.32 The Baseline Report also indicated that as much as 22% of stock in the area is owned by private landlords and in some streets this is over 50%. Residents have raised concerns about the standards of landlords operating in the area and initiatives such as Landlord accreditation schemes need to be considered.
- 9.33 Clearly there is a need to add stability to the housing market by providing a wider range of housing types and tenures that will attract new investment and improve the stability of the area. In addition, the existing housing stock needs to be improved and a stronger approach to neighbourhood management introduced in the area, to manage the existing stock and to safeguard ongoing investment.
- 9.34 The Baseline Report highlighted the need for Housing proposals to cater for both new and existing families and address weaknesses in the socio-economic profile of the area including high levels of multiple deprivation and crime and the weak housing offer skewed towards smaller, high density terraced and flatted housing. This is a legacy of the industrial heritage focussed on the banks of the Tyne and represents a need to create a better mix of housing with regard to both type and tenure of housing within the area, particularly for families. The Baseline Report also highlighted the need to improve the existing (especially older housing stock) in the area.
- 9.35 With the right housing offer opportunities will therefore exist to accommodate a proportion of new households, whilst improving the quality and choice of housing available for existing residents. Recent successful developments at Royal Quays and current developments such as Smiths Dock and Bellway at Willington Quay will go some way to meeting future household demand however the area also benefits from a number of large opportunity sites providing further scope to improve housing choice through further development.
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Local Heritage

- 9.36 The North Bank of the River Tyne has a rich history, with a significant archaeological resource within the area relating to the Roman, medieval, post-medieval and industrial periods. The Segedunum Roman Fort is a UNESCO World Heritage Site, which is a key asset to the North Bank and a tourist destination in its own right. Other designations exist in the area, including Scheduled Ancient Monuments, Listed Buildings and Historic Parks, which act as both opportunities and constraints to development. The enhancement of this unique world heritage site as a major attraction has the advantage of generating considerable economic benefits to the area, including income from additional visitors to the site and new job opportunities. Other local features that might benefit from improved publicity, targeted development and integration include the Waggonway network and Stephenson Railway Museum.
- 9.37 A significant known and potential archaeological resource is identified, particularly in relation to the industrial heritage of the area and proposals for development will require phased programmes of archaeological works conducted in line with planning policy. In addition it is likely that future intervention on the Swan Hunters site will be required to respond to its location adjacent to the Roman Fort and make reference to the historic route of Hadrian's Wall, more effectively than the existing building structures.
- 9.38 Although the area's strong maritime and industrial heritage presents a number of potential development constraints, it also presents opportunities for tourism development, building on the area's assets to create a destination for visitors and the local community.
- 9.39 The opportunity exists to provide links to key attractions in the wider area such as Hadrian's Wall, Bede's World and St Peters Monastery. Benefit could also be made from tying the heritage of the area to the current and future uses and industries, thereby increasing community understanding and engagement with industry and potentially raising awareness of potential training and employment opportunities.

Bringing Underused Land into Productive Use

- 9.40 The North Bank is characterised by large areas of vacant and redundant land, mostly on the river's edge. The land along the river's edge is predominantly industrial and suffers a number of physical and access constraints. As discussed above there is a distinct separation between this area and the residential land uses to the north. This is caused by both the landform, which rises from the river and barriers such as the metro line and vehicular routes. Poor access means many of these sites are isolated and inaccessible to the public.

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- 9.41 Many of these sites present themselves as major development opportunities and provide considerable scope to introduce new complementary uses to the area.
- 9.42 Development activity has commenced with Willington Quay attracting the attention of national house builders. It is also understood that large sites have recently acquired with aspirations for renewable industries. The former Swan Hunter site also offers a unique opportunity to diversify the land-use and introduce accessible services, which can provide linkage back into Wallsend Town Centre.
- 9.43 Knowledge of current and historic land use suggests that many of these key sites will however be subject to contamination and ground constraints. An initial assessment has revealed that there are sites within the study area that are at risk to ground constraints related to inter alia coal mining activity, waste disposal, shipping and dockyards, various metal and chemical works, oil and grease works and storage. Therefore, the remediation costs associated with these sites may act as a constraint to development which will need to be addressed to bring about the regeneration of the North Bank. Clearly with taking forward individual sites further more detailed site investigations would be required
- 9.44 A preliminary assessment of the full length of river frontage, from Wellstream to Smiths Dock has also revealed that a significant proportion of the river frontage is in the lower condition grades suggesting they have an Estimated Useful Life (EUL) of, at best, 15 years and at worst less than 1 year before significant repair or replacement is required. In the meantime, maintenance will be required. The end uses intended for the sites within the North Bank will clearly influence the specification of quayside required, which in turn will influence the associated costs to be met for delivery.
- 9.45 Finally, although collectively many of the sites present themselves as a significant waterfront opportunity, limited public sector ownership means that a supportive landowner will be critical to facilitate future development in this area.

A joined up approach

- 9.46 A number of regeneration projects and studies are being undertaken in and around the study area. Local strategies include the Wallsend AAP, Walker Riverside AAP, North Shields regeneration Strategy and South Shields Regeneration Strategy.
- 9.47 The concentration of all these policies within the local area show there is a strong context for the delivery of regeneration aspirations. The proposals of these will impact upon the future

plans for the North Bank area, indeed should the regeneration policies ‘talk to each other’ there is significant potential for these schemes to drive regeneration and growth.

- 9.48 Functional integration with existing development plans and proposals is also important. The land within Newcastle’s boundary currently has a relatively clear programme of development with the Council seeking to consolidate and refurbish sites as and when leases come up for review. Proposals for the North Bank area will need complement rather than compete with these land use proposals.
- 9.49 To bring forward the holistic long term regeneration envisaged for the area major landowners such will need to play a significant role in the SDFP. Limited public sector land ownership means that partnership working with landowners will be required to facilitate development.
- 9.50 Having identified the key issues and drivers this section will culminate in a summary of the strengths, weaknesses, opportunities and constraints characterising the River Tyne North Bank.

Strengths, Weaknesses, Opportunities and Constraints Analysis (SWOC)

- 9.51 A summary of the SWOC is presented in the following table.

Table 9.1: Strengths, Weaknesses, Opportunities and Constraints

Strengths	Weaknesses
<ul style="list-style-type: none"> • Newcastle has a relatively resilient economy • Clear policy framework encouraging the regeneration of the North Bank • Growing local population • Residential development will continue to be attracted to the area • Excellent connectivity & transportation • Good cycle links • Strong industrial heritage • Examples of recent successful investment in the study area • Major landowner investing in the area • NCC have established an ongoing programme managing the Walker Riverside businesses • Utilities understood to have no capacity issues 	<ul style="list-style-type: none"> • Economic downturn reducing demand for sites in the short term • High local unemployment and deprivation • Marine industries address productivity but do not employ large numbers • Wallsend demonstrates a need for regeneration • High retail voids expected in 2009 • Fragmented sites, lack of coherence through the study area • Waterfront has limited public

<ul style="list-style-type: none"> • Very strong archaeology and heritage background • Internationally significant World Heritage site • Major landowner has significant holdings which could provide significant impetus to regenerate the area 	<p>access</p> <ul style="list-style-type: none"> • Large amounts of land under-utilised
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Opportunities	Constraints
<ul style="list-style-type: none"> • To refocus local economy during downturn • To deliver an SRF as part of the LDF process that sets a long term vision and framework for the North Bank • Off-shore and marine technology markets expanding, North Bank well placed to benefit from these • Major sites for potential public intervention have been identified as Swan Hunters, Oceana Business Park, Wallsend Town Centre and Willington Gut • Some smaller sites suitable for consolidation • Large areas of developable land • North Tyneside is proposing a new HE facility which could require a suitable site • Build upon the potential which World Heritage Status presents to invigorate the local economy. 	<ul style="list-style-type: none"> • Industrial developers more focussed on end users, less speculative development. • Office market has a 'wait and see' strategy at present • Pockets of isolated housing developments • Major landowner has significant holdings which may not always reflect the ambitions of the public partners • High Remediation Costs • Quayside repairs and improvements to loading capacities may be required • Sheer scale of the study area, this requires a positive and co-ordinated approach by the public sector • High cost and marginal commercial viability of the more aspirational transport opportunities

Conclusions

9.52 Significant opportunities exist for the North Bank. The scale of the study area requires a co-ordinated approach that recognises the constituent elements and places of the North Bank, and seeks to unify these through the vision and framework of the SDFP. The study area includes very large areas of under-utilised land and therefore there is significant space for redevelopment and growth that could attract new business and people to the area.

9.53 The following section builds upon this analysis and outlines the vision and strategic objectives for regenerating the area.

10. VISION AND OBJECTIVES FOR REGENERATION

Background

- 10.1 This section presents the vision for the regeneration of the North Bank area together with the strategic objectives that are required to transform the area.
- 10.2 This information provides an important input to the development of alternative options for the area which are set out in Section 11.
- 10.3 The information is presented under the following headings:
- Vision and
 - Strategic Objectives.

Broad Vision for the Area

- 10.4 The broader vision for the Study Area which stretches from the Walker Riverside Industrial Park in Newcastle to the Smiths Dock in North Shields (and includes the communities of Wallsend, Willington Quay and the Port/East Howdon) is as follows:

'By 2030, the North Bank area will be a strong, cohesive and forward-looking area with a community motivated by pride, heritage and ambition.

Residents will enjoy a more prosperous and high quality of life based on a dynamic economy, a healthy and safe environment and a distinctive sense of place which capitalises upon the area's strategic location along the River Tyne employment corridor which has significant opportunities for business growth.

The aim is to create attractive and sustainable new communities with areas of new and improved housing, a wider choice of properties and tenures, an attractive environment and improved community facilities and services".

- 10.5 The Vision marks a step change in the approach to the comprehensive regeneration of the North Bank area and includes a number of strategic regeneration objectives which are highlighted below.

Objectives

- 10.6 The following strategic and local objectives have been discussed with members of the Steering Group and are proposed for the regeneration of the North Bank area.

Strategic Objectives

1. To create a diversified and forward looking economy with high and stable levels of employment where everyone can share and contribute to a greater and sustainable prosperity;
2. To increase the diversity and quality of jobs;
3. To create higher and more stable levels of employment with more local jobs within the borough, particularly in the socially deprived areas;
4. Develop the skills of the workforce (training, apprenticeships, higher education and enterprise);
5. Need to add stability to the housing market by providing a wider range of housing types and tenures that will attract new investment;
6. Create mixed and inclusive communities, which offer a choice of housing and lifestyle by widening the range of housing opportunities in order to reflect changes in household trends;
7. Link employment opportunities to the provision of high quality housing;
8. Promote high quality developments, which in their design, layout and allocation of space create a sense of place and community;
9. Focus on the quality of the places and the living environments being created in terms of both the buildings and the open spaces and the relationships established between the two to create attractive places with a human scale;
10. Develop networks which encourage walking and cycling;
11. Provide opportunities to improve access to public transport;
12. Adopt a stronger approach to neighbourhood management and the identification of a pilot neighbourhood management area;
13. Ensure that there is a strong link between the proposals set out in the Framework Plan and the community enterprise initiatives currently being undertaken by the Council.

Local Objectives

14. Focus new investment in Wallsend Town Centre, Willington Quay, East Howdon and along the waterfront, where it is most needed;
15. Capitalise upon the opportunity to regenerate land at Swan Hunter to deliver development of high quality that will act as a catalyst to regenerate the wider area;
16. Undertake complementary regeneration initiatives within the communities of Wallsend and Willington Quay including the provision of new and improved housing, health, education and community facilities, landscape, open space and public realm initiatives;
17. Improve the appearance of the shopping areas within Wallsend which are in poor physical condition;
18. Enhance green spaces which will provide opportunities for recreational and leisure activities and ensure that there are pedestrian links from the park to other parts of the area;
19. Use landscape and public art initiatives to create a more attractive environment particularly at key entrances into the area and along main roads.

Broad Vision and Objectives for Wallsend

10.7 The broad vision and objectives for Wallsend are set out below.

- Raise the profile of Wallsend and enhance its reputation;
- Create a lively and modern town centre with modern shops and facilities;
- Provide new and improved housing;
- Provide access to the waterfront;
- Enhance the metro;
- Build on the heritage and cultural facilities,
- Create a rejuvenated riverside connected to the town centre.

Broad Vision and Objectives for Willington Quay

10.8 The broad vision and objectives for Willington Quay are set out below.

- Enhance frontage to Willington Gut and Hadrian Road as a focus for new development in the area;
- Public access to the waterfront;
- Create opportunities for the consolidation of business and residential development with appropriate buffer/screening;
- Improve pedestrian/cycle links and upgrade existing bridge;
- Environmental improvement of business uses along the waterfront.

Broad Vision and Objectives for the Port/East Howdon

10.9 The broad vision and objectives for the Port/East Howdon are set out below.

- Improve the environment along the waterfront and clearly identify distinct areas where business and residential activities are to be focused;
- Consider future of residential areas;
- Provide better links to adjacent areas;
- Improve access to waterfront sites and introduce traffic management measures;
- Develop role and function of the port as a gateway to the area;
- Improve access to the port.

10.10 The following section outlines the development options that have been formulated to meet the vision and objectives for the study area.

11. OPTION DEVELOPMENT

Introduction

- 11.1 Section 10 identified a broad vision and a set of strategic objectives for the regeneration of the North Bank area. This section describes the process that has been undertaken to identify and assess a range of alternative options that can deliver the vision and meet the objectives for regenerating the area.
- 11.2 One of the main objectives of the study is to ensure that the work is undertaken in conjunction with the work which is being undertaken for the Wallsend Area Action Plan (AAP). Work on the River Tyne North Bank has taken into account all material produced as part of the Issues and Options Report for the Wallsend AAP (considered in Part 3 of the report).
- 11.3 The analysis contained in the previous sections of the report emphasises the need to focus regeneration initiatives on the four priority areas of the Waterfront; Wallsend, Willington Quay and East Howdon.
- 11.4 We have undertaken a community engagement strategy as part of the option development process. This has been an integrated approach. The key findings of the community engagement work and the options which have been considered for the future of the area are outlined in the paragraphs below. The report outlining the community engagement exercise is presented in Appendix A.
- 11.5 This section is divided into the following:
- Themes and Opportunities for Regeneration in the Study Area;
 - Themes and Opportunities for Wallsend;
 - Themes and Opportunities for Willington Quay;
 - Themes and Opportunities for East Howdon/Port Area;
 - Community and Stakeholder Engagement;
 - Consultation with key waterfront Businesses;
 - Assessment of the Options

Themes and Opportunities for Regeneration

11.6 The following themes have been identified in consultation with stakeholders and the community. The themes are:

- Theme 1: Creating a sustainable town centre;
- Theme 2: Capturing passing trade;
- Theme 3: New town centre residential offer;
- Theme 4: Re-use of the town hall;
- Theme 5: Accessible town centre and public transport network;
- Theme 6: Upgrade Hadrian Road;
- Theme 7: Re-connecting the town centre to the waterfront;
- Theme 8: Swan Hunter Strategic Regeneration Opportunity
- Theme 9: Segedunum: Enhance heritage and cultural offer;
- Theme 10: Attractive Green Linkages

11.7 The rationale and level of intervention for each of the above themes is presented in the Table 11.1. Three alternative levels of intervention have been identified for each theme. These are:

- Low level of intervention;
- Medium level of intervention and
- High level of intervention

11.8 The alternative opportunities are presented in Figure 11.1 and were presented to the community and stakeholders at public events which were held at Segedunum, Wallsend Town Centre Willington Quay and East Howdon in March 2009.

Options for Wallsend

11.9 Table 11.2 presents the themes and alternative options for Regeneration in Wallsend that were presented to the Stakeholders and the Community in March 2009.

Figure 11.1: Regeneration Opportunities

Wallsend Town Centre Opportunities

Sustainable Town Centre



LEVEL 1
Environment and Pedestrian Improvements to Existing Retail Areas

LEVEL 2
Level 1 and improvement of vacant shop units in the retail core

LEVEL 3
Level 1 and 2, and actively consolidate retail activity within a smaller area and create new leisure and residential opportunities on the periphery

Wallsend Town Centre Opportunities

Capturing Passing Trade



LEVEL 1
Refurbishment of Co-op/ Forum

LEVEL 2
Partial redevelopment and expansion of the Co-op/ Forum.

LEVEL 3
Redevelopment to create a new retail/leisure, with integrated parking provision.

Wallsend Town Centre Opportunities

New Town Centre Residential Offer



LEVEL 1

Improvement to existing housing and small infill development on existing vacant sites in the town centre

LEVEL 2

Converting vacant premises within town centre into residential uses

LEVEL 3

Replacing of declining social housing stock to provide new mixed-tenure housing opportunities

Wallsend Town Centre Opportunities

Reuse of Town Hall



LEVEL 1

Let for business activity where possible

LEVEL 2

Reconfiguration and refurbishment for alternative uses

LEVEL 3

Redevelop the site for new uses

Wallsend Town Centre Opportunities

Accessible Town Centre and Public Transport Network



LEVEL 1

Improvements to lighting and pedestrian access into the Metro Station

LEVEL 2

New bus stop/station and turning point and improved linkages to the Metro

LEVEL 3

Redevelopment of a new transport interchange, combining bus, station and parking facilities

Wallsend Town Centre Opportunities

Upgrading of Hadrian Road



LEVEL 1

Upgraded to serve the potential for a growing industrial future.

LEVEL 2

Downgraded to create a safer and more attractive road for pedestrians and cyclists.

LEVEL 3

Balanced approach to enable use of the road for business purpose, in a more attractive and amenable environment for the local community.

Wallsend Town Centre Opportunities

Reconnecting the Town Centre to the Waterfront



LEVEL 1

Public realm and signage improvements to assist movement between the town centre and the Swan Hunters site

LEVEL 2

Level 1 and to assess junction and crossing amenities to enable safe passage and to introduce some new development on vacant sites and buildings, including Swan Hunters.

LEVEL 3

Level 1 and 2, and to consider the complete redevelopment of the Swan Hunters site to provide visual and where possible, physical linkages with the waterfront.

Wallsend Town Centre Opportunities

Swan Hunter: Strategic Regeneration Opportunity



LEVEL 1

Marine related sub sea technology and engineering users together with activities related to renewables.

LEVEL 2

Level 1 plus higher value business/ enterprise activities including research Developments and head office functions related to marine engineering/ renewables.

LEVEL 3

Levels 1 and 2 with emphasis on providing education, training and skills (apprentiships) to marine renewables sector/ engineering.

Wallsend Town Centre Opportunities

Segedenum: Enhance Heritage and Cultural Offer



LEVEL 1

To improve facilities and heritage experience on existing site.

LEVEL 2

To expand the facilities of the Segedenum as part of the redevelopment of the Swan Hunters site.

LEVEL 3

Expanding heritage and cultural offer with new facilities and exhibitions on the Swan Hunter site. (Industrial history, maritime museum, use at dry dock and Hadrian Wall)

Wallsend Town Centre Opportunities

Attractive Green Linkages



LEVEL 1

To upgrade signage to improve accessibility and awareness of existing key green spaces.

LEVEL 2

to introduce public realm and environmental improvements to open up access and awareness of existing green spaces.

LEVEL 3

To improve access and awareness of existing spaces and look to introduce new spaces and create attractive linkages between areas by introducing new street trees, pocket parks and public realm.

Willington Quay Opportunities

To sustain communities and respond to new employment markets



LEVEL 1

To grow industrial activity
 -reduction in residential community at Point Pleasant and expansion of new
 -Employment uses to Hadrian's Road

LEVEL 2

To grow the residential community – to consolidate industrial activity and introduce new residential development in Willington Quay

LEVEL 3

To create a balanced approach regeneration scheme, with district employment and residential activity areas. Opportunity to relocate conflicting uses from within residential communities and create suitable buffer areas.

East Howden Opportunities

To Manage and Sustain



To continue existing management and policy initiatives to sustain the existing residential community at East Howden and mitigate against expanding 'intrusive' industry.

East Howdon Opportunities

Grow and Develop a Gateway



Expand the role of Royal Quay/Port – Gateway to North Tyne – to help sustain East Howdon through new complementary activities and develop a *Gateway*.

Table 11.2 RTNB: Wallsend - Themes and Opportunities presented to Stakeholders and the Community in March 2009

Theme	1. Sustainable Town Centre
Rationale	<ul style="list-style-type: none"> • The current linear form of the retail provision within Wallsend town centre is unsustainable in its current form. • Retail locations at the ends of the high street are less popular than those in the central zone and achieve lower rents. • A number of vacant units have emerged in less popular locations, including a cluster of units along High Street East. • The reduced role of the town hall as a municipal office will continue to undermine the retail provision on High Street East. • A number of strategic acquisitions are being progressed by the public sector for vacant sites and buildings on High Street East.
Level of Intervention:	
Level 1	Environmental and pedestrian improvements to existing retail areas;
Level 2	Level 1 and improvement of vacant shop units in the retail core;
Level 3	Level 1 and 2, and actively consolidating retail activity within a smaller area and create new leisure and residential opportunities on the periphery.

Theme	2. Capturing Passing Trade
Rationale	<ul style="list-style-type: none"> • High street is failing to capture sufficient trade from the local population; • Total retained expenditure (convenience and comparison) within Wallsend = £23.1million per annum, compared to a total leakage expenditure (convenience and comparison) from Wallsend = £154.5million per annum; • Therefore, the majority of local residents are choosing to shop elsewhere, which has resulted in a decline of the quality of local shopping provision; • Parking provision is limited and constrained and does not facilitate passing trade; • The existing Forum shopping centre is inward facing and does not promote the occupiers within; • The former Co-Op building is in need of significant improvement and does not encourage passing trade; • There is a lack of national retail providers within the town centre.
Level of Intervention:	
Level 1	Refurbishment of the Forum and the supermarket.
Level 2	Partial redevelopment and expansion of the Forum and the supermarket.
Level 3	Redevelopment to create a new retail/leisure offer with integrated parking provision.

Theme	3. New Town Centre Residential Offer
Rationale	<ul style="list-style-type: none"> • Number of vacant sites and premises within the town centre which are surplus to retail requirements; • Number of gap sites which have eroded the appearance of the streetscape; • Several lower value commercial uses located within residential neighbourhoods; • Limited choice of housing type and tenure in Wallsend and a recognised need and demand for new high quality housing; • The development of a new housing product will attract new residents into the area and improve housing choices for local people.
Level of Intervention:	
Level 1	Improvements to housing and small infill development on existing vacant sites in the town centre.
Level 2	Converting vacant premises within the town centre into residential uses and encouraging the replacement of lower value commercial uses with residential infill in neighbourhood locations.
Level 3	Provide new mixed-tenure housing opportunities, with the potential for some mixed-use developments.

Theme	4. Reuse of the Town Hall
Rationale	<ul style="list-style-type: none"> • NTC are relocating council services out of Wallsend Town Hall; • Wallsend Town Hall is a listed building and therefore an important local building in the town centre; • Wallsend Town Hall makes a positive contribution towards to character and appearance of High Street East; • The long-term reuse and improvement of the building will have an important role in sustaining High Street East.
Level of Intervention:	
Level 1	Let for business activity
Level 2	Reconfigure and refurbish the building for alternative uses
Level 3	N/A

Theme	5. Accessible town centre and public transport network
Rationale	<ul style="list-style-type: none"> • Many people choose not to use the Metro station, due to fears over personal safety; • The stations in the Wallsend catchment are in need of significant investment to upgrade the user environment; • The station is poorly sign-posted and detached from the town centre; • Creating a safe, attractive and inviting environment will encourage more users to the Metro and to the town centre and local attractions; • Raising the standard and use of the public transport network will help to reduce the number of people travelling to and from Wallsend by car.
Level of Intervention:	
Level 1	Improvements to lighting/pedestrian access into the Metro Station
Level 2	New bus stop/station and turning point, with improvement access to the Metro Station
Level 3	Redevelopment of a new transport interchange, combining bus, station and public parking facilities.

Theme	6. Upgrading Hadrian Road
Rationale	<ul style="list-style-type: none"> • Hadrian Road faces a number of conflicting requirements, serving both a heavy industrial business area and an adjacent residential community and town centre; • Hadrian Road remains a key east-west link and will continue to provide an important road connection to the waterfront and the town centre; • High usage by HVG and vehicles accessing the waterfront; • There is a need to improve the safety of pedestrians and cyclists using this route.
Level of Intervention:	
Level 1	Upgraded to serve the potential for a growing industrial future.
Level 2	Downgraded to create a safer and more attractive road for pedestrians and cyclists.
Level 3	Balanced approach to enable use of the road for business purpose, in a more attractive and amenable environment for the local community.

Theme	7. Reconnecting the town centre to the Waterfront
Rationale	<ul style="list-style-type: none"> • The potential redevelopment of the Swan Hunters site and the opening-up of the waterfront site provide an opportunity to reconnect the town centre with the waterfront; • The private commercial uses on the waterfront, currently act as a barrier for wider access; • Introducing greater physical and visual linkages with the waterfront will help to reinforce the historical development of the town centre and encourage linked trips between the waterfront, Segedunum and the town centre; • Natural sight-lines to the waterfront are cut off by redundant commercial uses.

Level of Intervention:	
Level 1	Public realm and signage improvements to assist movement between the town centre and the Swan Hunter site.
Level 2	Level 1 and to assess junction and crossing amenities to enable safe passage and to introduce some new development on vacant sites and buildings including Swan Hunters.
Level 3	Level 1 and 2, and to consider the complete redevelopment of the Swan Hunters site to provide visual, and where possible, physical linkages with the waterfront: <ul style="list-style-type: none"> • Greening streets • Visual connections to the river • Defined street frontages with employment users • Public realm improvements • Enlarged road to cater for increased traffic

Theme	8. Swan Hunter: Strategic Regeneration Opportunity
Rationale	<ul style="list-style-type: none"> • Key vacant waterfront site adjacent to the town centre; • Accessible by both public transport (Metro) and road (Hadrian Road); • Walking distance to Wallsend Town Centre; • Located adjacent to Segedunum Roman Museum (World Heritage Site); • Aspiration from the public sector to open-up use of the site to a wider audience; • Strategic priority by North Tyneside Council.
Level of Intervention:	
Level 1	Marine related sub-sea technology and engineering users together with activities related to renewables.
Level 2	Level 1 plus higher value business/enterprise activities including research development and head office functions to marine engineer/renewables.
Level 3	Levels 1 and 2 with emphasis on providing education, training and skills (apprenticeships) to marine renewables sector/engineering.

Theme	9. Segedunum: Enhance Heritage and Cultural Offer
Rationale	<ul style="list-style-type: none"> • World Heritage Site, with tremendous opportunity to expand as a top quality tourist destination in England; • Limited in terms of its existing ability to attract new uses; • Surrounded by vacant and under-utilised commercial land; • Limited signage from public transport network; • Exposed nature of the site, which limits appeal to users during poor weather/winter months.
Level of Intervention:	
Level 1	Improve facilities and heritage experience of existing site.
Level 2	Expand the facilities of the Segedunum site as part of the redevelopment of Swan Hunters.
Level 3	Expanding the heritage and cultural offer with new facilities and attractions on the Swan Hunter site (Industrial history, maritime museum, use of dry dock and Hadrian Wall).

Theme	10. Attractive Green Linkages
Rationale	<ul style="list-style-type: none"> • Wallsend has a number of high quality greenspaces to the north of the town centre, including <i>inter alia</i> Richardson Dees Park, the Green and the Hall Grounds; • Limited provision of quality open space within other residential neighbourhoods; • Many active green spaces are located on the periphery of community neighbourhoods; • There is a need to improve access and awareness of existing open spaces through improved signage, information, lighting and pedestrian linkages;
Level of	

Intervention:	
Level 1	Upgrade signage to improve accessibility and awareness of existing key green spaces.
Level 2	Introduce public realm and environmental improvements to open up access and awareness of existing green spaces.
Level 3	Improve access and awareness to existing spaces and look to introduce new spaces and create attractive linkages between areas, by introducing new street trees, pocket parks and public realm.

Willington Quay

11.10 Table 11.3 presents the themes and alternative options for Regeneration in Willington Quay that was presented to the Stakeholders and the Community in March 2009.

Table 11.3 RTNB: Willington Quay - Themes and Opportunities presented to Stakeholders and the Community in March 2009

Theme	1. Sustain communities and respond to new employment markets
Rationale	<ul style="list-style-type: none"> Willington Quay has developed as an area of fragmented land uses which include residential communities, adjacent to heavy industry, which often leads to conflicts; Existing industry is disbursed across the area and varies in terms of quality and capacity; Pockets of isolated housing including some new developments; Willington Gut is an important natural feature which forms an attractive green finger through the site but fails to link to neighbourhood communities.
Level of Intervention:	
Level 1	To grown industrial activity - reducing residential community at Point Pleasant, and expanding new employment uses to Hadrian Road.
Level 2	To grow the residential community – to consolidate industrial activity and introduce new residential development in Willington Quay.
Level 3	To create a balanced approach regeneration scheme - discrete employment and residential activity areas. Opportunity to relocate conflicting uses from within residential communities and create suitable buffer areas.

Theme	2. Attractive Green Linkages
Rationale	<ul style="list-style-type: none"> The Wallsend Burn/Willington Gut corridor passes through the Willington Quay area, but at the moment fails to connect with the uses that surround it. Willington Gut has an attractive small boat community, which adds character to the area, but which is surrounded by industrial sites. With the exception of this area, quality green and open spaces for use by the community are limited. Relocating conflicting uses may provide opportunities to create and re-orientate community open space.
Level of Intervention:	
Level 1	Upgrade signage to improve accessibility and awareness of existing key green spaces;
Level 2	Introduce public realm and environmental improvements to open up access and awareness of existing green spaces;
Level 3	Improve access and awareness to existing spaces and look to introduce new spaces and create attractive linkages between areas, by introducing new street trees, pocket parks and public realm.

Theme	3. More accessible public transport network
Rationale	<ul style="list-style-type: none"> • Willington Quay currently benefits from two Metro Stations; • However, many people choose not to use the Metro station, due to fears over personal safety; • The stations in Willington are in need of significant investment to upgrade the user environment; • The stations are poorly sign-posted; • Creating a safe, attractive and inviting environment will encourage more users on the Metro; • Raising the standard and use of the public transport network will help to reduce the number of people travelling to and from the waterfront employment sites by car.
Level of Intervention:	
Level 1	Improvements to lighting and pedestrian access to the Metro station.
Level 2	Level 1 and bus stop improvements and improved linkages to the Metro station.
Level 3	N/A

East Howdon/Port Area

11.11 Table 11.4 presents the themes and alternative options for Regeneration in Willington Quay that was presented to the Stakeholders and the Community in March 2009.

Table 11.4 RTNB: East Howdon/Port Area - Themes and Opportunities presented to Stakeholders and the Community in March 2009

Theme	1. Sustain communities and consolidate commercial activity
Rationale	<ul style="list-style-type: none"> • Small isolated residential community living adjacent to large commercial and industrial activity, water treatment, recycling activities, and a planned bio-diesel facility; • Intrusive waste-water industries with long-term planned expansion and predicted growth of the bio-diesel industry; • Large areas of under-utilised land, with issues of contamination; • Established port and marina uses at Royal Quay.
Level of Intervention:	
Level 1	To manage and sustain – to continue existing management and policy initiative to sustain the existing residential community at East Howdon and mitigate against expanding 'intrusive' industry.
Level 2	To grow and develop a Gateway – expand the role of Royal Quay/port, as a gateway to the north, and help sustain East Howdon through new complementary activities and develop a Gateway.
Level 3	To consolidate and relocate – to relocate communities to more sustainable neighbourhoods and cluster emerging 'intrusive' industries.

Rationale	<ul style="list-style-type: none"> • Whilst environmental improvements have been made within this neighbourhood, it is located adjacent to large areas of industrial activity and under-utilised, contaminated land.
Level of Intervention:	
Level 1	Upgrade signage to improve accessibility and awareness of existing key green spaces.
Level 2	Introduce public realm and environmental improvements to open up access and awareness of

	existing green spaces.
Level 3	Improve access and awareness to existing spaces and look to introduce new linkages between areas.

Theme	3. Improving Existing Housing Stock and Public Realm
Rationale	<ul style="list-style-type: none"> East Howdon is characterised by a number of conflicting land-uses, in an environmental that has decline for residential purposes.
Level of Intervention:	
Level 1	Improvements to environment and public realm.
Level 2	Level 1 and refurbishment and improved maintenance of existing terraced housing.
Level 3	Redevelopment for employment related uses.

Theme	4. More accessible public transport network
Rationale	<ul style="list-style-type: none"> The East Howdon is relatively isolated in its location, and whilst has a bus service, is not as conveniently located along the Metro as Wallsend and Willington Quay; Whilst there is a Metro Station further north at Percy Main, this is difficult to access as a pedestrian, and involves crossing a number of significant roads; Limited car ownership in this area places an importance upon access to public transport provision.
Level of Intervention:	
Level 1	Improvements to lighting and pedestrian access to the Metro station.
Level 2	Bus stop improvements and improved linkages to the Metro station.
Level 3	Development and extension of Stephenson railway to provide Metro access, with additional links to Tesco, Silverlink, Cobalt and Royal Quays.

Stakeholder and Community Consultation

11.12 The following paragraphs summarise the main points raised at the Stakeholder and Community engagement events in March 2009.

A. North Bank Waterfront Industrial Corridor

- Create a long term 'sustainable and resilient' economy for Wallsend and the North Bank (marine sector, environmental technologies, R&D, marine design);
- Focus on developing the skills of the workforce (training apprenticeships, higher education and enterprise);
- Regeneration on the North Bank must benefit local communities to create jobs and local benefits (public sector, education, health, social work, leisure, tourism, culture and retail);
- Deal with the bad neighbour/polluting industries in the Wallsend and Willington area (by policy and enforcement) – residents see this as a priority;

- Promote the clustering of dirty industries (waste water treatment and recycling plant) – away from residential areas and communities – ‘buffering’ of non-compatible uses is not enough;
- Only industries that really need the waterfront for their businesses should be on waterfront. Consider relocating uses that don’t need to be there;
- New industries/companies to recruit from local people where possible.

B. Housing and community

- New and improved housing should be provided in the area;
- Some element of new residential/mixed use on riverfront, with access/views – came up several times, including children;
- New housing should relate to the local style of the area, but also to consider new ideas;
- Preservation of ‘The Green’ as a distinctive conservation area – core part of Wallsend identity;
- Special consideration should be given to the future of East Howdon including the opportunity of giving residents new housing opportunities that will improve their health and circumstances.

C. Movement

- Strategic routes/roads to be re-considered – avoid rat-running (and remove HGV route);
- Adequate/appropriate parking – essential for Wallsend Town Centre viability– but also in employment areas.

D. Heritage

- Aspire to create a linkage between heritage and modernity – culturally, physically, brand-wise e.g. Roman fort, mining, shipbuilding;
- Town Hall – beautiful building, which portrays a sense of history – retain character but be creative with use;
- There is potential in English Heritage as partner/promoter – for funding. Lottery, etc.

E. Wallsend Town Centre

- Crossroads focus of main shops and activities – key to creating a sustainable town centre;
- Role of vibrant town centre – to attract employers, employees, visitors, residents – retail important – but not just about retail;
- Swan Hunter site is pivotal – at end of historic spine connecting Green, High Street, Segedunum and Tyne riverside access.

F. Other

- Maintenance and management of green links, open spaces – must be improved;
- Retain (encourage) strong sense of community and identity – in all areas;
- Signage and public realm improvements – especially for heritage and footpath/cycle corridors;
- Reputation/branding/image of the area to be dealt with – strategic process must transform image;
- Aspiration for quality development – e.g. attractive glass buildings with views out to river along North Bank;
- Deliverability and clear cost/funding and agency responsibility – there is much scepticism – need confidence some things will happen. If nothing does – things will spiral downwards.

Consultation with Businesses

11.13 Meetings have been held with key businesses currently located along the riverfront within the North Bank Area, to ascertain their business aspirations for the future and obtain their views on the emerging strategy for the River Tyne North Bank.

11.14 The key businesses who have been consulted are:

- Wellstream International;
- SMD;
- Shepherd, Shepherd Offshore;
- IHC Engineering;

- DUCO Ltd;
 - Holystone engineering;
 - O'Briens;
 - Morston Assets;
 - Oceana Group
- 11.15 Several of the companies are world leaders in the marine technology oil and gas or renewables sector and are very positive regarding the emerging plans for the North Bank area.
- 11.16 The analysis from the business consultation exercise has been shared with ONE, NTC and NCC and meeting notes have been provided under confidential cover. The findings have helped to inform the preparation of the SDFP and the Masterplan.
- 11.17 The following section illustrates how the option development work has been taken forward in the form of a Strategic Development Framework Plan to guide regeneration in the area.

Assessment of Themes and Options against Sustainability Objectives

Sustainability Objectives

- 11.18 The alternative options have been assessed against the following Economic, Social and Environmental Sustainability Objectives which have been adopted by North Tyneside Council in their Core Strategy Scoping Report:

A. The Economy

1. To create a diversified and forward looking economy with high and stable levels of employment where everyone can share and contribute to a greater and sustainable prosperity;
2. To increase the diversity and quality of jobs;
3. To create higher and more stable levels of employment with more local jobs within the borough, particularly in the socially deprived areas.
4. To develop further a sustainable tourism sector

B. Community, Health and Safety

5. To improve access to a wide range of education and training opportunities;
6. To enable all people to have the choice of a wide range of decent, affordable homes
7. To create a truly harmonious community with safe, crime free neighbourhoods.
8. To prevent disease, prolong life, promote health and support all residents to adopt healthy lifestyles, while targeting action to reduce health inequalities.
9. To afford everyone in the Borough with equality of access to the range of community facilities and services they require in meeting their needs.
10. To encourage and enable a sense of community identity and active participation in community planning activities.

C. Environment

11. To maintain and improve the quality of ground and surface waters;
12. Adapt to the impacts of climate change whilst addressing the contribution made by the Borough by reducing emissions of greenhouse gases, maintaining good local air quality through more efficient use of resources, and promoting more efficient and wider choices of transport;
13. To avoid damage to designated wildlife sites and protected species, and to protect and enhance biodiversity and geodiversity;
14. To reduce waste and improve waste management by encouraging re-use, recycling and composting;
15. To maintain and enhance areas of greenbelt and open space as a community resource to support local wildlife initiatives and for amenity and recreation;
16. To preserve, conserve and enhance North Tyneside's landscape character, cultural and historic environment, maintaining and strengthening local distinctiveness and sense of place;
17. To reduce Flood risk to people and property;
18. Bring Contaminated Land back into beneficial use.

11.19 The performance and scoring of the options against the sustainability objectives has been undertaken in accordance with the table below.

Table 11.5 RTNB: Scoring of the Options

Performance	Description	Score
Definitely Positive	Option supports the sustainability objective and no changes are required	2
Potentially Positive	Option may be sustainable given certain provisos	1
Neutral	There is no relation ship between the option and the sustainability objective	0
Possible Conflict	Option may potentially conflict with the sustainability objective	-1
Definite Conflict	Option definitely conflicts with the sustainability objective	-2
Unknown	There is insufficient information available to appraise the option	?

11.20 As there are 8 environmental objectives, 6 social objectives and 4 economic objectives, a weighting of 2 has been applied to the economic objectives and a weighting of 1.33 has been applied to the social objectives

11.21 Table 11.6, 11.7 and 11.8 outlines the results of the assessment of the options against the sustainability objectives.

Table 11.6 RTNB: Wallsend - Themes and Opportunities: Recommended Level of Intervention

Theme	Recommended Level of intervention
1. Sustainable Town Centre	Level 3 – Whilst environmental improvements will help to improve the appearance of the street, this will not change the linear form of the high street. Level three creates an opportunity to consolidate the active retail centre into a higher density cluster, bringing back into use viable buildings within the retail core to facilitate the relocation of businesses into the central area. Complementary activities could be encouraged at the periphery including residential, cultural and leisure uses. Creating a tighter and more active retail core would create a more successful retail environment, which could be complemented by environmental improvements, traffic management and the development of new and improved retail premises.
2. Capturing Passing Trade	Level 3 – A retail-led mixed-use development in the centre of Wallsend, which could include the redevelopment of the Forum and the former Co-Op building, will make a significant improvement to the retail offer of the town centre. This could offer an improvement in not just the quality of the retail environment, but also the ease of using the centre, with improved integrated parking, an attractive and well designed public realm and modern shop units to attract national occupiers. The net leakage of expenditure from the centre suggests that there is a potential to capture some of this spend, by creating a town centre environment that people will want to shop in. This could include improvements to the existing High Street offer (identified above), which would complement a central retail scheme and offer smaller, independent and specialist retailing to support the national occupiers attracted to a modern retail environment. A scheme of this nature could also create an opportunity to introduce a residential element into the scheme, and possibly create some residential development

	on the upper floors and increase activity and natural surveillance over the town centre environment in the evening.
3. New Town Residential Offer	The type of housing intervention within Wallsend will vary depending on the exact location. However, there is an opportunity to apply all three levels of intervention to deliver an overall improvement in housing provision. Sensitive housing infill on vacant sites, complemented by the relocation of conflicting land-uses will create safe and more defined neighbourhoods. There is also an opportunity for the selective redevelopment of particular types of housing, to improve housing choice within the community. This would allow the creation of good quality housing for both existing and new residents. It will also help to diversity the type and tenure of properties available in Wallsend. In addition, it will be necessary to prioritise investment in the existing older housing stock in the area.
4. Re-use of the Town Hall	In the short-term there is the potential to let the building in its current form for other business uses (Level 1). However, in the longer term the building will require significant investment and maintenance to attract higher-value occupiers. This provides an opportunity for other uses to be considered through the refurbishment and potential reconfiguration of the building (Level 2). Relevant uses, which would complement activity on High Street East, include small business and start-up activity; community and cultural/leisure uses; or the conversion of the building into a residential development. It would be possible to include a mix of complementary uses within the building, although the actual mix of use would be determined by the market and the availability of public funding.
5. Accessible Town Centre	Level 3 – The redevelopment of the Wallsend Town Centre metro station will enable the creation of a true transport interchange that incorporates the bus stop and will improve access to the town centre, Segedunum and the waterfront sites. A new development would help to improve the visibility of the station and raise the profile of Wallsend as a destination. This would be supported by public realm improvements, including lighting, signage and paving treatments, from the Swan Hunter site to the town centre to encourage more users to the station. The level of intervention would be subject to securing appropriate funding and partnership arrangements with service providers.
6. Upgrading Hadrian Road	Level 3 – Hadrian Road is required to serve a wide range of residential, community and business uses. The road will need to be upgraded to support regeneration activity and serve the needs of core employment uses. The intervention strategy should ensure that traffic speeds are restricted, that the safety of pedestrians and cyclists is incorporated into any future design improvements and that the street is a more attractive for all uses. This could include the introduction of street trees, dedicated cycle lanes, upgraded crossing points and improved surfaces and signage.
7. Re-connecting the Town Centre to the Waterfront	Level 3 – In reconnecting the town centre to the waterfront, it is essential to create a safe and attractive public realm to guide people between the two destinations. This will include the need to introduce easy-to-read signs, accessible streets and better crossing points, in addition to the high quality redevelopment of vacant and under-utilised sites. There is an opportunity to increase the size and quality of the public realm along Market Street and introduce street trees and new street furniture to create an attractive route that encourages people to walk between the two areas, (the aim of which will be to encourage the users of Segedunum and the waterfront sites to use the town centre and vice versa).
8. Swan Hunter Strategic Regeneration Opportunity	Level 3 preferred. Supported by the community and stakeholders. Further options to be prepared at the masterplanning stage.
9. Segedunum: Enhance Heritage and Cultural offer	Level 3 - Improving the choice and quality of cultural and tourist amenities at Segedunum/Swan Hunters, should help to attract new users to the museum and raise the profile of the facility and Wallsend as a visitor destination. This would be supported by improvements to the public transport network, pedestrian linkages and sustainability of the town centre offer. Wallsend needs to offer a variety of services to attract new visitors including family-friendly restaurants and cafes, accommodation options', and a vibrant shopping environment.
10. Attractive Green Linkages	Level 3 – Whilst Wallsend benefits from a number of high quality green spaces to the north of the town centre, there are limited areas of quality open space within the residential neighbourhoods that surround the town centre. Intervention within these areas offers an opportunity to improve access and signage to existing areas of open

	space, but also the potential creation new spaces as part of redevelopment schemes. The strategy should therefore seek to develop a network of open spaces and linkages, which provide a variety in size and function, with the aim of improving access and use of open spaces to all. Any new open spaces should be adequately overlooked, safe and well designed.
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Table 11.7 RTNB: Willington Quay - Themes and Opportunities: Recommended Level of Intervention

Theme	Recommended Level of intervention
1. Sustain communities and respond to new employment markets	Level 3 – It is likely that Willington Quay will continue to be a mixed-use area, which includes communities living adjacent to industrial and commercial activities. However, there is a need to formalise and consolidate uses, to remove intrusive activity from within residential communities and cluster employment uses together. Heavier, more intrusive industries should be relocated to more appropriate locations, with an emphasis placed upon promoting and developing modern, cleaner industries. There is a need to grow the residential community in some areas to create a more sustainable community and ensure that appropriate services and amenities are provided, including opening up access to the Metro stations. Introducing enterprise to act as a buffer between communities and industries will also help to mitigate against issues of conflict, whilst also creating appropriate locations and premises for new and emerging businesses. There is also a need to address the condition of the residential gateway into this area on Bewick Road as this is an example of very poor pre -1919 stock in need of refurbishment/face lift.
2. Attractive Green Linkages	Level 3 - Enhancing and opening up access to the Wallsend Burn/Willington Gut corridor for the communities that live around it, will make a significant improvement to the amenity value of Willington Quay. However, it will be important to ensure that improved access points and signage are introduced, and that pedestrian and cycle links are safe and well maintained. Improving natural surveillance, where possible, will assist this, ensuring the area is maintained and actively managed. Extended the footpath links along the gut and under the road bridge will open up access to, and the amenity of, the Quay area. In the wider neighbourhood there is also an opportunity to introduce improved playing pitches, towards the Tyne Tunnel; to create new and improved public realm and to consider new residential areas north of Hadrian Road away from the waterfront and employment areas.
3. More accessible public transport network	Level 2 – There is a need to improve lighting and signage to the Metro stations at Willington Quay to ensure that users feel safe when using the system. This includes lighting in the station, together with the key pedestrian routes and roads that pass the station. There is also an opportunity to introduce street trees and make improvements to the quality of the public realm along key streets to create a more attractive environment and encourage more people to use the Metro.

Table 11.8 RTNB: Willington Quay - Themes and Opportunities: Recommended Level of Intervention

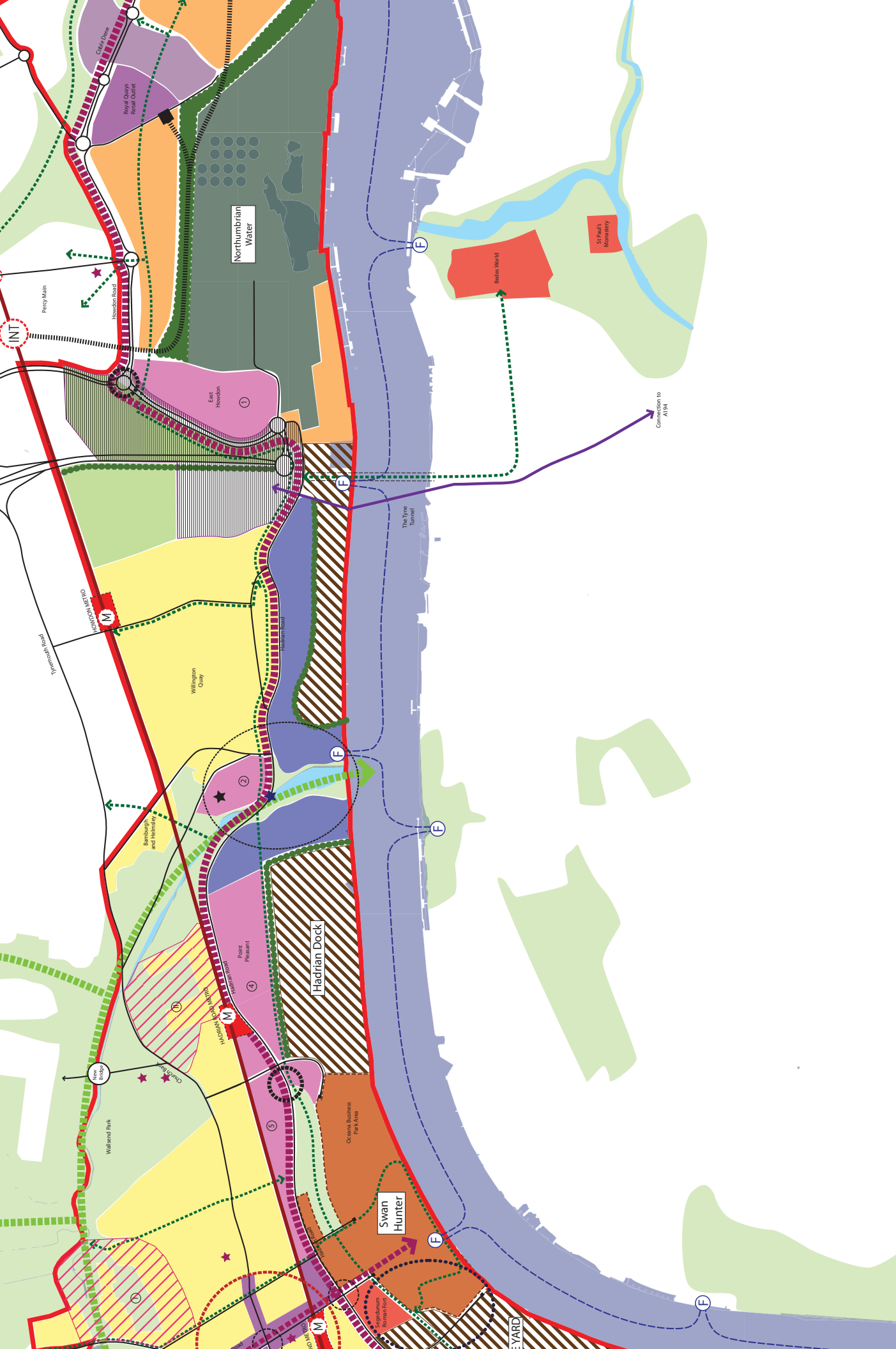
Theme	Recommended Level of intervention
1. Sustain	Level 3 – Whilst there is a need to ensure that all commercial and industrial activities

communities and consolidate commercial activity	are utilising best practice technologies to minimise issues that may affect neighbouring users, the scale of water treatment and recycling activity in East Howdon is proposed to expand in the future, which could impact further on a community that is already beset by a number of socio-economic and environmental issues, which continue to undermined its sustainability. Therefore, a long-term strategy for this area would be to consider the opportunity to relocate the residential community to a more sustainable neighbourhood and cluster the type of industries mentioned above in this area, to ensure that other intrusive industries do not sterilise further sections of the waterfront area. The relocation of the community at East Howdon, could be linked to the proposed growth of Willington Quay. This is subject to further discussion and study with the community and stakeholders.
2. Opportunity for Attractive Green Linkages	Level 3 – There is a need to improve the general appearance of this area and ensure that industrial uses are adequately screened from residential and non-industrial uses. This will include introducing dense buffers, and creating more attractive road and pedestrian linkages to the Royal Quays and Percy Main neighbourhoods. Introducing better signage for pedestrians and cyclists will also help to improve awareness and access to existing areas of public open space.
3. Improving Existing Housing Stock and Public Realm	Further study is required to explore the medium to long term opportunity for a comprehensive approach to regenerate the area by relocating residents to a more suitable location for housing and redeveloping the existing area for employment use. This exercise would be undertaken in consultation with the community.
4. More accessible public transport network	Level 2 – Ensuring that the condition of bus stops is improved and maintained is imperative to a community who are reliant upon the bus for travel. This should be supported by improving signage and pedestrian access to the Metro Station further north and ensuring that safe pedestrian crossings are located in appropriate position.

12. STRATEGIC DEVELOPMENT FRAMEWORK PLAN

Introduction

- 12.1 This section presents the SDFP for the River Tyne North Bank Area. The SDFP is presented in Figure 12.1.
- 12.2 The SDFP is a non-statutory document and will provide Interim Planning Guidance that will outline the vision, objectives and guiding principles for the regeneration of the area.
- 12.3 This section is set out as follows:
- Guiding principles for regeneration;
 - Area Proposals:
 - Walker Riverside;
 - Wallsend;
 - Willington Quay and
 - East Howdon;
 - Transportation
 - River Infrastructure
 - Heritage
 - Material Exhibited to the Community in September 2009
 - Approval of the SDFP.



Enhancing Existing Green Space

Strengthening Strategic Green Links

Strengthening Recreational Corridor

Introduce and Strengthen Green Buffer

Conservation Area

I. The Green Conservation Area

II. Saint Peter's

The Tyne Tunnel

Entrance Gateways and Markers

Tyne Tunnel Land Area

Heritage and Culture (Industrial History, ...)

Possible Regeneration Opportunity Area:

1. East Howdon
2. Byrdon Site
3. Willstead TC Housing Area

Willington Gut Key Activity Point

Key Community Uses

Refurbishment of Key Buildings with Opportunity for New Uses

Willington Gut Bridge Raised

Wallsend Riverside

1. Marine Research & Development
2. Heritage and Culture (Industrial History, ...)
3. Enterprise Businesses

Improve Environment of Waste and Recycling Activity

Including renewable energy regeneration

RIVER TYNE STRATEGIC FRAMEWORK

FIGURE 12.1.1: FRAMEWORK

Guiding Principles for Regeneration

- 12.4 The SDFP marks a step change in the approach to the comprehensive regeneration of the North Bank area and includes a number of guiding principles to deliver the strategic regeneration objectives for the River Tyne North Bank area over the next 15 - 20 years.
- 12.5 The economic development strategy outlined in this report has shown that the development of the marine engineering (renewables, sub-sea technologies, oil and gas) has the potential to be a significant driver of economic growth in the North Bank area and safeguarding the waterfront (and land adjacent to it) for marine uses has the potential to contribute toward significant growth in productivity and employment.
- 12.6 The economic development strategy also indicated that recycling/waste management industries have the potential to offer significant opportunities for employment growth over the medium term. The development of these uses should be encouraged in the NTC area in line with government policy. However, the location of these uses should not be encouraged along key strategic waterfront sites as this would compromise the unique competitive advantage offered by the River Tyne for uses requiring marine access, and this could undermine the regeneration potential of the area. Every effort should be made to locate activities which do not require waterfront access away from key strategic waterfront sites.
- 12.7 The economic strategy also pointed out that a key challenge of the SDFP will be to diversify the economic specialisms for which the North Bank is known. Critical to this will be enhancing enterprise development and the competitiveness of indigenous sectors, whilst developing a strategy to capitalise fully from the growth of key sectors such as marine engineering.
- 12.8 It is also worth emphasising that while it is helpful to consider future economic trends and projections there can be no certain guide to what the future may hold. Ultimately there is a need for local partners to take a long term view, whatever the economic conditions at the current time. An upturn is anticipated over the medium term and it is essential not to lose sight of this during more challenging conditions in the short term. Therefore, the current downturn presents an opportunity to refocus and maximise potential land uses and target key sectors in the North Bank area to provide the context for growth in the future.
- 12.9 The guiding principles for the regeneration of the North Bank area are outlined below.
1. Encourage and promote the regeneration of the River Tyne North Bank waterfront area over the next 15 to 20 years, as a key location for offshore marine industry, the

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- development of sub-sea technologies and marine renewables, particularly for businesses requiring waterfront access;
2. Encourage the assembly of large sites along the waterfront area from Walker Riverside to the Howdon Yard, to accommodate the marine related activities outlined in 1 above. This area should be designated as a 'key strategic waterfront regeneration area' and as such, be given special status in the consideration of new development schemes/proposals;
 3. Discourage the development of inappropriate uses such as housing and retail activities along the waterfront area from Walker Riverside to Howdon Yard, which could undermine the objectives outlined in 1 above;
 4. Protect existing residential areas from the effects of marine activities which are operating outside normal working hours and/or generate high levels of noise; particularly by encouraging the development of suitable buildings and appropriate screening at locations identified on the SDFP for Office Space or Businesses who are attracted by a distinctive and well connected riverside business location, i.e. any business and professional services, property services, public sector etc.'.
 5. Bring underutilised land/sites into productive use and address land remediation, access and infrastructure issues;
 6. Redevelop key sites such as Swan Hunter and the Town Centre over the next 5 years to provide an impetus to regeneration that will improve the profile of the area and attract new investment;
 7. Provide new skills and learning opportunities in the area;
 8. Encourage new and improved housing in the area, outside of the riverside and employment areas;
 9. Improve the quality of pedestrian and cycle routes including new access points to the waterfront at key locations;
 10. Ensure that the unique characteristics of Wallsend and its identity are preserved and enhanced;
 11. Building upon the World Heritage site status of Segedunum and developing the opportunities for the local economy which this presents.
- 12.10 The guiding principles are important and wide ranging. The SDFP is a strategy document which will be used to guide regeneration measures throughout the River Tyne North Bank area over the next 15 - 20 years. It is recommended that these guiding principles are used as 'Interim Planning Guidance' to inform key strategic planning, development and regeneration
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decisions during the plan period including planning applications for development within the area.

12.11 The guiding principles also recognise that a degree of flexibility is required in a strategic plan which has a life of 15-20 years where ideas on for example development opportunities are likely to change over time.

12.12 The SDFP will be supported by a Masterplan for the Wallsend and Willington Quay areas that will identify a number of key sites for regeneration.

Area Proposals

12.13 The following paragraphs outline the area proposals for the SDFP. Figure 12.2 illustrates the following sub-areas:

- Walker Riverside;
- Wallsend;
- Willington Quay;
- The Port/East Howdon.



PORT/EAST
HOWDON

WILLINGTON
QUAY

WALLSEND

WALKER
RIVERSIDE

RIVER TYNE
STRATEGIC
FIGURE 12.2:
SUB-AREAS

Walker Riverside

- 12.14 A significant part of the Walker Riverside area is fully developed and occupied. Current operators include Wellstream and Duco. Land in the northern part of this area (including the Neptune Yards) is in private ownership and is being developed. Phase 1 of the Neptune Yards is being remediated with a funding contribution from One North East. Newcastle City Council also has significant control of land and properties in the area and is currently seeking to consolidate sites and refurbish the land holdings as and when leases come up for review. The City Council is working with the private sector to develop landholdings for marine-related and renewable industry sectors and their supply chain businesses.
- 12.15 The southern part of Walker Riverside is substantially developed with main occupiers Wellstream and DUCO both serviced across the public quay. There however remain issues concerning the upgrading of the quay, car parking and dredging.
- 12.16 In the remainder of Walker Riverside there are two main development areas. Firstly, there are 4 main quayside development sites – 3 large sites within the former Neptune Yard, where ONE, Central Government and the private sector are funding remediation for the construction and fit out of large industrial buildings for inward investment in the renewables sector. Phase 1 remediation was completed in Jan 2010 and a lease signed for Clipper Windpower to occupy a large custom built building (constructed by Shepherd Offshore Ltd) for manufacturing cutting edge wind turbine blades. The second phase of the Neptune Yard remediation is programmed to start in the spring of 2010.
- 12.17 The remaining riverside site, located to the north of DUCO, has been cleared and rationalised into one lease and the owner is currently seeking funding to enable the site to be developed.
- 12.18 There are also a number of development opportunities for sites and buildings that could contribute towards supply chain for the target employment sectors (namely offshore, marine and renewables). These include the Wincomblee Workshops and Bath Street.
- 12.19 There are however a number of issues that need to be resolved over the Walker Riverside area as a whole. These include transport (parking and rationalising access to some sites), security (including extending CCTV to the whole area and lighting), environmental upgrading and maintenance as well as inward investment co-ordination, business support and engagement.

Wallsend

12.20 Key strategic regeneration proposals for the area are:

- Revitalise the town centre by creating a more attractive and vibrant shopping area;
- Improve the quality and choice of housing in the town centre;
- Provide a safer and more accessible metro station with improvements including interchange status;
- Create a landmark redevelopment of the Swan Hunter Site as part of the strategy for regenerating Wallsend and the waterfront area;
- Encourage public access to the waterfront through (or adjacent to) the Swan Hunter site;
- Enhance the heritage and tourism offer currently provided at Segedunum, with reference to industrial and maritime history potentially utilising part of the Swan Hunter site;
- Through the proposed Learning Village address some of the persistent local labour market issues, drive up local adult skills levels and provide local learning opportunities to help local resident's access jobs locally and across the wider area;
- Ensure that the unique characteristics of 'The Green' are preserved and enhanced as a distinctive conservation area, which is a core part of Wallsend's identity;

Willington Quay

12.21 The key strategic regeneration proposals for the area are:

- Enhance the frontage to Willington Gut and Hadrian Road as a focus for new development in the area;
- Provide public access to the waterfront at Willington Gut;
- Improve environment with appropriate buffer/screening between uses;
- Improve pedestrian/cycle links;
- Enhance the landscape and environmental quality of Wallsend Burn.

East Howdon/Port Area

12.22 The key strategic regeneration proposals for the area are:

- Improve the environment along the waterfront and identify distinct areas where business and residential activities are to be focused;
- Provide better links to adjacent areas;
- Improve access to waterfront sites and introduce traffic management measures;
- Develop role and function of the port as a gateway to the area;
- Consider opportunities to improve the Stephenson Railway and integrate with the transport network, possibly extending to Royal Quays;

Transportation

12.23 The SDFP shows the following key improvements:

- The New Tyne Crossing;
- Hadrian Road Corridor Improvements;
- High Street / Station Road Improvements;
- Transport Improvements in Residential Areas;
- Willington Gut Transport Improvements;
- New Bus Routes;
- Metro Stations and Possible Improvements;
- Possible Rail Extensions;
- Passenger Ferry / Water Taxi;
- New and Improved Parking Provision;
- HGV routes.

The New Tyne Crossing

12.24 The New Tyne Crossing is a TWITA sponsored project currently under construction. It is due to open in December 2011 and will result in a tripling of the capacity through the tunnel.

Hadrian Road Corridor Improvements

12.25 Hadrian Road is the key east-west road link through the study area and provides vehicular access to key waterfront regeneration sites and the communities of Wallsend and Willington