

PART 3: DELIVERY STRATEGY AND NEXT STEPS

18. DELIVERY STRATEGY

18.1 This Section outlines the issues which relate to the delivery strategy for the SDFP and Masterplan for the River Tyne North Bank area.

18.2 The successful delivery of the SDFP and Masterplan will be predicated on the following factors:

- Establishment of a delivery vehicle(s) to oversee the process of delivering the regeneration strategy, vision and key projects for the area;
- Built-in flexibility within the Delivery Team to respond and react quickly to enquiries and engage effectively with the private sector in securing development of priority sites/areas;
- A robust planning policy (through Interim Planning Guidance, the Core Strategy and AAPs) to guide the development of the area and a series of more detailed plans to manage implementation of specific projects;
- Securing the co-operation of land owners and interested parties at an early stage in delivery of the SDFP. There will be opportunities where land owners and developers have the opportunity to enter into agreements with the Council and its partners to develop their sites in accordance with the regeneration objectives for the area;
- A pro-active approach to land assembly through the use of CPO powers where voluntary acquisitions are not forthcoming. This will be facilitated through the planning process;
- The selection of a strategic partner or partners with a track record in the delivery of regeneration projects to work alongside the Council and its partners to deliver the regeneration programme;
- A robust strategy for relocating existing occupants (where appropriate), linked to phased delivery of the SDFP and
- Phased development which is flexible enough to respond to market demand and the regeneration needs of the community.

18.3 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.

- 18.4 The economic downturn and the lack of public sector funding to carry out highway, security, environmental and marketing work is likely to delay the completion of the regeneration of this area. considered in Section 19.
- 18.5 The Strategic Framework Plan is likely to require phased delivery over a 10 - 15 year period.
- 18.6 The following sections of the report section considers the following key factors in turning the plan into a series of actions:
- Development Programme;
 - Costs and Funding Considerations;
 - Appraisal of Costs and Benefits;
 - Partnering Arrangements, Programme Implementation Structure and Delivery Models;
 - Planning and Development Framework;
 - Ongoing Consultation and Marketing;
 - Conclusions and Next Steps.

19. DEVELOPMENT PROGRAMME

Background

- 19.1 The RTNB area covers 600 hectares and is characterised by a wide range of uses and activities in a variety of ownerships. The SDFP outlines a vision for transformational change that will bring much needed regeneration to the area.
- 19.2 One of the key considerations in preparing the development programme is the degree to which the proposals outlined in the SDFP can be delivered. Part 1 of the report provided a valuable insight into the economy and market conditions. Part 2 of the report pinpointed a range of priority projects and actions which could be delivered in the short term, together with more aspirational projects which would take longer to deliver due to the complexities relating to scale, location, existing use, land ownership and up front costs for enabling works
- 19.3 This section outlines a provisional programme for the delivery of the SDFP for the North Bank area. It is provisional because there is (as sections 2 and 3 highlighted) an array of projects which are being promoted by the private sector in consultation with ONE, NCC NTC and HCA which could, if delivered, have an impact on the programme presented in this report. As such, the provisional development programme represents our assessment of the current position and is therefore subject to change as new initiatives are pursued by both the public and private sector.
- 19.4 We have attempted to identify a logical sequence of interventions based on our understanding of the area and the requirements for change in the current market. Our main aim is to establish a provisional development programme and to consider the implications on broad costs and benefits which are considered later in the report.

Development Programme

- 19.5 Figure 19.1 presents the provisional development programme for the SDFP. Part 2 of the report outlined the development programme for the Masterplan area. The following paragraphs present a consolidated programme for the entire North Bank area of the river Tyne.

The Western Part of the Study Area (Walker Riverside and the Offshore Technology Park/Neptune Yard)

- 19.6 This part of the SDFP area lies within the jurisdiction of NCC and includes the waterfront area extending from Walker Riverside to the Neptune Yards. The regeneration of the majority of this area is being undertaken through an informal working relationship which includes ONE, NCC, HCA and the private sector. The regeneration of this area is anticipated to be completed over the next 5 years, and considerable progress has been made in bringing previously underutilised land back into productive use with investment in land remediation works, site clearance, new access arrangements, marine infrastructure and utilities.
- 19.7 The regeneration of this area illustrates the successful working partnership that has taken place between the public and private sector, whereby the public sector has provided the funding to support the enabling works which the private sector has been able to undertake and prepare and subsequently market sites for development. Private sector landowners in this location are now in a good position to capitalise upon the regeneration opportunities which the market wants to bring to the area in the oil, gas and renewables sector (as highlighted in Sections 2 and 3 of the report).

The Central Part of the Study Area (Swan Hunter to Howdon Yard and Wallsend Town Centre)

- 19.8 This area lies within the jurisdiction of North Tyneside Council and includes the waterfront area extending from Swan Hunter to the Howdon Yard. This area also includes Wallsend Town Centre and Willington Quay. While the SDFP outlines the proposed regeneration measures, this area has also been subject to further investigation as part of the Masterplanning work (Part 2 of the report) which identified the following key projects that are anticipated to be completed over the next 10 years.

Swan Hunter Redevelopment (2010 – 2015)

- 19.9 NTC is spearheading the redevelopment of the Swan Hunter site having recently acquired the freehold land interest with support from ONE. As indicated in Section 9, the Swan Hunter Site will become the flagship regeneration project along the River Tyne North Bank over the next 5 years and will including a variety of key initiatives that include the development of a Learning Village, the enhancement of the tourism and heritage offer, new pedestrian access to the waterfront and land for business and industrial uses.

Regeneration of the area between Swan Hunter and Willington Gut (2010 – 2019)

- 19.10 Section 14 highlighted the regeneration initiatives which are being promoted for this area as part of the vision for the 'Wallsend Waterfront'. This includes the Oceana Business Park area, Hadrian Dock and Willington Quay. The latter provides the opportunity for an additional public access point to the River Tyne as part of an extension to the open space framework in the Wallsend and Willington Quay areas.

Regeneration of the area between Willington Gut and Howdon Yard (2016 onwards)

- 19.11 In the medium to long term the waterfront area between Willington Gut and Howdon Yard could be transformed in a similar way to Walker Riverside and the Offshore Technology Park. This is the transformational vision which is outlined in Section 16 of the report. This assumes that the public sector will be required to take the initiative and work with the private sector to bring about this scale of change. Section 16 highlighted the enabling works that would be required and indicated that the consideration of CPO would also be appropriate as a last resort if the vision could not be achieved through negotiation with landowners.
- 19.12 One of the factors that could accelerate the regeneration of this area is private sector demand for large areas of flat and well serviced industrial land along the River Tyne. We would not rule out the possibility of the private sector taking the initiative to secure the comprehensive regeneration of this area should there prove to be a shortage of such sites in the area.
- 19.13 We recognise that where sites are in private ownership it is anticipated that these sites will be regenerated and/or improved in line with the SDFP either independently by the private sector or in partnership with the public sector including NTC, ONE and the HCA.

Wallsend Town Centre (2010 – 2016)

- 19.14 Section 17 presented the strategy for regenerating Wallsend Town Centre through a range of measures that include:
- Improvements to the retail area in the form of a partnership agreement between NTC and the existing land owners of the Forum and Morrisons;
 - The Regeneration of the Metro Station which will involve NEXUS in conjunction with North Tyneside Council;
 - Improvements to the Public Realm and Open Space Framework including public access to the waterfront at Swan Hunter and Willington Gut will be led by North Tyneside Council;

- Heritage and Tourism related Improvements which enhance the attractiveness of Segedunum to visitors will be overseen by North Tyneside Council and Tyne and Wear Museums in association with the private sector.

The Eastern Part of the Study Area

- 19.15 The eastern Part of the study area lies within the jurisdiction of NTC and includes the waterfront area extending eastwards from the Tyne Tunnel Crossing to the Smiths Dock in North Shields.
- 19.16 This area includes the East Howdon residential community, the Water and Sewage Treatment Works owned by Northumbrian Water and land owned by the Port of Tyne.
- 19.17 The regeneration of this area is anticipated to commence within the next 5 years and take a further 10 years to complete. The regeneration issues here are more complex than the other areas covered by the SDFP and will require further more detailed study including a preparation of a masterplan with key stakeholders and the community (to bring the proposals into line with the masterplan for Wallsend) which is beyond the scope of the current study.
- 19.18 The implementation of the SDFP will therefore involve a combination of public and private investment. Public sector funding will for example be required to carry out enabling works which will facilitate private investment. The cost and funding considerations are presented in the next section.

20. COST ITEMS AND FUNDING CONSIDERATIONS

Background

- 20.1 This section is divided into 2 parts. The first presents the broad 'on site' and 'off site' land remediation, transport, utility and marine infrastructure cost items for the SDFP. The second part considers the potential sources of funding which are currently available to urban regeneration projects and new initiatives which are currently being considered.

Costs items

- 20.2 The following works will need to be undertaken to deliver regeneration to the RTNB area:

- Site remediation/site preparation;
- Marine Infrastructure/Quayside repair;
- Diversion of Utilities;
- Transport, access and parking;
- Road junction improvements;
- Dredging;
- The provision of berthing points;
- Cycle bridge/pedestrian bridge provision;
- Pedestrian crossing/upgrading.

On – Site Works

- 20.3 Table 20.1 presents a preliminary list of 'on-site' cost items for the SDFP which includes the following two areas which are located outside the Masterplan area:

- Walker Riverside Industrial Park;
- Newcastle Energy Park;

- 20.4 No assumptions have been made for the cost items relating to the area to the east of the Tyne Tunnel crossing at this stage. This will be subject to more detailed assessment.

Table 20.1: SDFP Intervention Measures and Costs Items – On Site Works

Area/Sub Area	Intervention Measure	Funder
1. Walker Riverside Business Park		
Walker Riverside Area	Additional car parking/road junction improvements	Developer/NCC
Newcastle Energy Park		
Site remediation/preparation – assumes no change in use	Clay Clapping	Developer/NCC
Quayside	New Quay Wall included Possible Infill of 4 Docks not included	Developer/NCC
Utilities	Assumes Pumping Station will need to be moved – i.e. a constraint to development	Developer/NCC
Road Improvements	None assumed	Developer/NCC
Junction Improvements	None assumed	Developer/NCC
Dredging	Dredging an extra 0.5m	Developer/NCC
Swan Hunter Site		
Learning Village	Site remediation/preparation works	Developer/NTC/Other
Heritage	Site remediation/preparation works	Developer/NTC/Other
Improvements to the Basin	Upgrade Quay	Developer/NTC
Office Development	Site remediation/preparation works	Developer/NTC
Open Space	Site remediation/preparation works	Developer/NTC
Industry, Offices and Industrial areas	Site remediation/preparation works	Developer/NTC
Roads, junctions, footpaths, cycle paths	New road, pedestrian priority crossing, footpath/cycle path	Developer/NTC
Quayside - Industrial area	Quayside repairs	Developer/NTC
Quayside – public access	Quayside repairs	Developer/NTC
Quay – Basin	Basin repairs Infilling Basin not included	Developer/NTC
Dredging	Dredging, including disposal at sea	Developer/NTC
Jetty	Alloys for one Jetty at Swan Hunter and one elsewhere	Developer/NTC
Cycle Bridge	Assumes replacement	Developer/NTC
Utilities	Assumes Pumping Station will need to be moved – i.e. a constraint to development	Developer/NTC
Oceana Business Park		
Site remediation/preparation –	Assumes no change in use	Developer/NTC
Quayside	Quay edge repairs	Developer/NTC
Utilities	Pumping station (outside site)	
New Road Access to Swan Hunter	New road access to Swan Hunter Site and widening of existing access road	Developer/NTC
Junction Improvements	Improvements to junction serving SMD, Holystone and Oceana from Davey Bank. Assumes 1 roundabout	Developer/NTC
Hadrian Yard		

Site remediation/preparation –	Assumes hardstanding is sufficient – assumes no change in use and no remediation needed	
Quayside	Quay edge improvements (1000m including inset berth) and load out areas	Developer/NTC
Utilities	Assumes relocation of pumping station is required for future development	Developer/NTC
New Road Access	(Davey Bank access covered in Oceana above. Davey Bank access covered in Road Section below)	Developer/NTC
Junction Improvements	Junction Improvement required at entrance into Hadrian from Point Pleasant – assumes junction improvement/mini roundabout	Developer/NTC
Willington Gut		
Site remediation/preparation	Assumes 2.1 ha remediated for landscaping with clay capping and topsoil.	Developer/NTC
Quayside	Improvements to River Tyne frontage	Developer/NTC
Utilities	Assumes relocation of pumping station is required for future development	Developer/NTC
New Road Access	Pedestrian footbridge or at grade crossing at Hadrian Road Bridge	Developer/NTC
Junction Improvements	None assumed	
Willington Gut/Howdon Yard		
Site remediation/preparation	Assumes 20% land between Willington Gut and Pedestrian Tunnel/Howdon Yard will need to be remediated	Developer/NTC
Quayside	Assumed for area from Willington Gut – Pedestrian Tunnel	Developer/NTC
Utilities	Assumes 3 pumping stations need to be relocated to permit future development	Developer/NTC
New Road Access	New road access at Potter Street and Coach Open	Developer/NTC
Junction Improvements	None assumed	

Off – Site works

20.5 Table 20.2 presents the costs items for the off-site works for the SDFP area.

Table 20.2: SDFP Intervention Measures and Costs - Off Site Works

Area	Intervention Measure
Walker Riverside Business Park and Newcastle Energy Park	
Pumping Stations	Relocate 2 pumping stations if required for future development
Road Works/Junctions	Offsite works outside of Walker Riverside or Neptune required to improve the following roads: - Malaya Drive/Wincomblee Road - White Street/Wincomblee Road - White Steet/Welbeck Road - Neptune Road/Fisher Street - Neptune Road/Fossway
Swan Hunter Site	
Road Works/Junctions	Offsite works outside of Swan Hunter or Oceana Business Park required to improve the following roads: - Benton Way/Buddle Street - Swan Hunter/Station Road - Park Road/Hadrian Road/Carville -
Hadrian Yard	
	Offsite works outside of Hadrian Yard required to improve the following roads: - Davey Bank/Hadrian Road/Wagon Way - Amec Way/Hadrian Road
Willington Gut	
	No offsite works assumed at this stage
Willington Gut/Howdon Yard	
	Offsite works outside of the Willington Gut – Howdon Yard area required to improve the following roads: - Potter Street/Hadrian Road
Wallsend Town Centre	Offsite works in Wallsend Town Centre required to improve the following roads: - Station Road Improvements (£0.33m) - High Street Pedestrianisation (£0.98m) - Junction Improvements (£1.25m)
All Areas	
Utility Diversions	Utility diversion costs associated with the road junction/ highway improvement
New Tyne Tunnel Crossing	

Potential sources of funding

20.6 The following highlights the potential areas of funding which have been made available for regeneration projects and which could, potentially, be utilised on the case study scheme.

20.7 The potential funding streams are identified below by sector.

General

- English Cities Fund: Source - Homes & Communities Agency;
- Single Pot Funding: Source – ONE;
- JESSICA (Joint European Support for Sustainable Investment in City Areas): Source - European Commission (European Investment Bank);
- European Regional Development Fund (ERDF): Source - European Union.

Housing

- Housing Gap Funding (European Commission): Source - Homes & Communities Agency;
- National Affordable Housing Programme: Source - Homes & Communities Agency;

Transport, Infrastructure and Remediation

- Land Stabilisation Programme: Source - Homes & Communities Agency;
- Land Remediation Scheme: Source -European Union;
- Growth Fund: Source – Source - DCLG;
- Community Infrastructure Fund: Source - Central Government - HCA/Department for Transport

Employment, Skills and Learning

- Competitiveness & Innovation Framework, Entrepreneurship and Innovation Programme (EIP) - Source - European Commission;
- Grant for Business Initiative (GBI): Source - RDAs;
- Apprenticeship Funding: Source - National Apprenticeship Service.

Education

- Building Schools for the Future - Partnerships for Schools;
- Primary Capital Programme - Partnerships for Schools;
- Building Colleges for the Future - Learning and Skills Council.

Health

- NHS Local Improvement Finance Trust (LIFT): Source - Partnerships for Health (Department for Health/ Partnerships UK);
- Private Finance Initiative (PFI).

Sport and Leisure

- Heritage Lottery Fund: Source – National Lottery;
- Big Lottery Fund: Source: Source – National Lottery;
- Grants for the Arts: Source: Source - Arts Council England/ National Lottery;
- Partnership Schemes in Conservation Areas (PSiCA): Source - English Heritage;
- Sustainable Facilities Fund: Source – Sport England;
- National Governing Bodies Investment: Source - Sport England.

- 20.8 Further discussions will be required with NTC, NCC, ONE, the HCA, and other stakeholders to ascertain the position regarding potential sources of funding which could be utilised for the RTNB project.

21. APPRAISAL OF COSTS AND BENEFITS

Introduction

- 21.1 This section progresses the work which was undertaken in Section 3 of the report which highlighted the economic analysis of the RTNB and wider area.
- 21.2 Section 3 highlighted a range of objectives and possible intervention measures that would need to be prioritised in the preparation of the SDFP in order to bring social and economic benefits to the area.
- 21.3 Section 20 of the report has highlighted some of the high cost items which are associated with bringing sites within the study area up to a suitable standard in order to secure future private sector interest and possible investment in the area.
- 21.4 The following paragraphs seek to highlight the considerable social and economic benefits that could be realised within the study area if funds were to be made available to invest in the on-site and off - site enabling works. Again, the benefits are estimates as actual projects are yet to be formulated with stakeholders but the scale of the benefits are considerable and should be taken into account when considering the return (in terms of jobs created, retraining opportunities, land remediation development etc.,) on the investment which is needed in the area.

Social and Economic benefits

- 21.5 Figure 19.1 highlights the social and economic benefits that could be generated upfront from investment in the enabling works that would enable the private sector to regenerate key sites in the RTNB area.
- 21.6 The social and economic benefits cover the following key areas:
- Areas of previously underutilised land (ha.) remediated/prepared for redevelopment;
 - Improved road access and pedestrian circulation;
 - New businesses attracted to the area and new jobs created;
 - New skills/learning and retraining opportunities;
 - Improvements to the environment and quality of life in the area;

- Additional areas of open space/landscape and public realm provided;
- Improved access to the River Tyne;
- Improvements to the shopping offer in the town centre;
- Improvements to public transport and parking;
- Improvements in the quality of housing;
- Improvements in the quality of social services

21.7 The following paragraphs summarise the social and economic benefits that could be generated by the SDFP in the area

The Western Part of the Study Area (Walker Riverside and the Offshore Technology Park/Neptune Yard)

21.8 Investment in this area could provide the following benefits:

- 30-40ha of previously underutilised land remediated and brought back into productive use;
- Improved road access, circulation and parking to the study area;
- Restoration of the quayside and the provision of additional loading capacity and improved berthing to attract private sector investment;
- In the region of 50,000m² - 150,000m² of new business floorspace providing up to 1,000 new jobs.

The Central Part of the Study Area (Swan Hunter to Howdon Yard and Wallsend Town Centre)

Swan Hunter Redevelopment (2010 – 2015)

21.9 Investment in the area could provide the following benefits:

- A major new learning facility (11,500m²) in the form of a Learning Village which could attract up to 1,000 new students;
- A new office development comprising between 50,000 – 100,000 m² and providing between 2,000 – 3,000 new jobs;

- A new industrial site along the River Tyne comprising 10,000 – 30,000m² and providing up to 200 new jobs;
- Significant enhancement to the heritage and cultural attraction at Segedunum that will attract visitors to the area;
- Access to the River Tyne waterfront for the community across the Swan Hunter site, including improved pedestrian and cycle path crossings on Hadrian Road.

Regeneration of the area between Swan Hunter and Willington Gut (2010 – 2019)

21.10 Investment in the area could provide the following benefits:

- An opportunity to extend the Wallsend Waterfront initiatives from Swan Hunter across the Oceana Business Park area to the Hadrian Dock Site;
- Improved road access and circulation to encourage private sector investment on unerutilised sites;
- Opportunity to create more jobs, apprenticeships and retraining opportunities;
- Opportunity to restore the riverside and provide a new berthing facility to bring more underutilised land into productive use.

Regeneration of the area between Willington Gut and Howdon Yard (2016 onwards)

21.11 Investment in the area could provide the following benefits:

- Major land assembly exercise over the medium – long term that could transform the riverside area to create a major new investment opportunity to match those being delivered in the Walker Technology Park/Neptune Yards;
- Potential to create similar job opportunities to those being created in the Neptune Yard over the medium to long term.

Wallsend Town Centre (2010 – 2016)

21.12 Investment in the area could provide the following benefits:

- Improvements to retail provision to stem the outflow of expenditure on convenience and comparison goods by residents who are currently shopping in neighbouring centres;
- Attracting more shoppers to Wallsend to improve the profile of the town;
- Attracting more investment from retailers and shopkeepers;
- Improved footpaths, public realm and public art to improve the environment of the area;

- Complementary work to upgrade shop fronts, remodel outdated retail premises and change the use of marginal sites which are located away from the town centre;
- Opportunity to provide between 100-200 new homes that will improve the residential offer in the town centre;
- Opportunity to regenerate up to 5 ha. of land within the town centre for residential use;
- Opportunity to upgrade the town hall and provide a range of improved community facilities.

The Eastern Part of the Study Area

- 21.13 We have not assessed the potential social and economic benefits in the eastern part of the study area as this would require further study as part of a masterplan exercise.

22. PARTNERING ARRANGEMENTS, PROGRAMME IMPLEMENTATION STRUCTURE AND DELIVERY MODELS

Background

- 22.1 This section outlines the partnering arrangements and programme implementation structure that should be put in place to deliver the SDFP. We see the delivery exercise as being a joint exercise between the public and private sector, with private landowners playing a significant role in the development of the area. Limited public sector land ownership means that partnership working with landowners will be required to facilitate development in a similar way as NCC has delivered regeneration initiatives with the private sector in the western part of the study area.
- 22.2 This section addresses the following:
- Partnering Arrangements;
 - Programme Implementation structure, and
 - Delivery models, and
 - Risk.

Partnering Arrangements

- 22.3 A Partnership Agreement will be established between NTC, NCC, ONE and the HCA to deliver regeneration within the SDFP area. The agreement has been drafted by the Partners and will provide a Memorandum of Understanding that will outline key areas of responsibility for each Partner in delivering the SDFP and key projects across in the study area.
- 22.4 The following outlines the key partnering arrangements within each of the sub areas of the SDFP.

The Western Part of the Study Area

- 22.5 As previously highlighted this area lies within the jurisdiction of Newcastle City Council and includes the waterfront area extending from Walker Riverside to the Neptune Yards.

- 22.6 The regeneration of the majority of this area is being undertaken through an informal working partnership which includes ONE, NCC, HCA and the private sector. The delivery model has been successful and is one approach being considered by the Partners for the North Tyne area. The partnering arrangements in Walker Riverside are therefore in place to progress the regeneration initiatives and complete the work that has already been started. NCC will play a key role as the freehold owner of almost all the land in the area.

The Central Part of the Study Area

- 22.7 North Tyneside Council will manage the regeneration of this area in collaboration with ONE and HCA under Memorandum of Understanding contained in the Partnership Agreement. A model for private sector working has already been established for the regeneration of the riverside within the NCC land area and NTC are pursuing a similar approach within masterplanning area.
- 22.8 As highlighted in previous sections of the report, the following partnering arrangements will need to be established for key projects:
- Redevelopment of the Swan Hunter Site. This will be managed by NTC who own the site. NTC will promote the redevelopment of the site in collaboration with the private sector;
 - Regeneration of other waterfront sites along the waterfront. NTC will continue to liaise with existing land owners to promote the regeneration of these key sites either independently or in partnership with the public sector including NTC, ONE and the HCA;
 - The Regeneration of Wallsend Town Centre will be undertaken by a partnership agreement between NTC and the existing land owners of the Forum and the former Co-Op Building;
 - The regeneration of the Metro station will involve NEXUS in conjunction with NTC;
 - Improvements to the Public Realm and Open Space Framework including public access to the waterfront at Swan Hunter and Willington Gut will be led by NTC in consultation with the private sector;
 - Heritage and Tourism related improvements will enhance the attractiveness of Segedunum to visitors and will be overseen by NTC and Tyne and Wear Museums in association with English Heritage and the private sector;
 - Housing regeneration initiatives in the town centre will be delivered by NTC in consultation with HCA and the private sector.

The Eastern Part of the Study Area

- 22.9 NTC will liaise with the existing landowners in the area (Northumbrian Water who own the Water Treatment Plant, the Port of Tyne and private land owners to progress work on a masterplan for the area. NTC will give special consideration to the future of the East Howdon residential community and consider the points raised during the community engagement work on this project. This area represents a longer term regeneration initiative for the Council.

Programme Implementation Structure

RTNB Board

- 22.10 RTNB Board will continue to be the forum for the co-ordination of regeneration activities for the SDFP area. Representatives from NTC, NCC, ONE and HCA will attend the meetings every 2 months.

Working Groups

- 22.11 NTC are currently looking to set up a Working Group structure under the direction of a Project Manager who will oversee work undertaken by key officers who will progress the work outlined in this report and deliver the regeneration strategy.
- 22.12 The Working Groups will address key technical areas such as housing, business engagement, heritage, education, transport, public realm improvement, community engagement etc. that will be chaired by officers of the Council who will report progress back to the RTNB Board.

Businesses and the Community

- 22.13 A strategy for engaging with key businesses and the community is considered in Section 24.

Delivering Regeneration with the private sector

Alternative Approaches

- 22.14 There are a number of alternative models that can be considered by the council for working with the private sector in regenerating the RTNB area. Previous approaches which have been (and continue to be successful in regeneration areas) include Private Finance Initiatives (PFI), Special Purpose Vehicles / Local Asset Backed Vehicles and the Traditional Developer

Procurement approach. The following briefly summarises the key characteristics of each approach.

- 22.15 The financial model that underpinned regeneration during the past decade has undergone significant review as the banks and investors that paid for it in the past are unlikely to do so in the same way in future. In this respect financial partnerships between the public and private sectors and the use of public resources in those partnerships will become a more common approach.
- 22.16 The economic downturn has significantly altered the standard business model for financing regeneration schemes, particularly major developments and associated infrastructure. At the same time there has been a significant change to the way in which public sector capital investment for regeneration projects is allocated, specifically in relation to HCA and the recent changes to the regional development agencies (RDA).
- 22.17 The HCA has introduced a number of new initiatives to respond to the economic downturn, including Homebuy Direct, mortgage rescue and Clearing House. Recently the HCA has informed authorities that it will be leading on the delivery of additional resources made available under the Government's Building Britain's Future programme.
- 22.18 In the longer term the HCA's investment will be a response to the results of the Single Conversations with local authorities and other partners on the specific housing and regeneration needs of their areas.
- 22.19 However, the reduced availability of public funding will mean that it has to be delivered as investment and not grant, with a view to it being recycled / repaid as and when it can be refinanced. How the public sector will share in the gains over the longer term from its investment will be a fundamental consideration.
- 22.20 This has already been recognised within the HCA through their Kick Start programme and these principles should be explored / investigated further in the future. An example of where this approach is being progressed outside of the housing sector can be seen through the European Regional Development Fund and Jessica Finance.

Regional Funding Advice (RFA) Transport Programme

- 22.21 The RFA transport programme includes schemes that have been identified to support the delivery of housing and economic growth projects. Despite the inclusion of schemes within the

RFA programme, there is still a significant funding gap for major transport infrastructure in key areas including North Tyneside.

JESSICA finance

- 22.22 JESSICA is an initiative, promoted by the European Commission, under which managing authorities (Regional Development Agencies) can opt to receive a proportion of their European Regional Development Fund allocations to invest in a revolving locally established urban development fund, as opposed to using them for one-off grant investment. JESSICA funding can be used as equity, loans and/or guarantees, and must be supplemented by matched funding, which can be contributed by way of cash or land assets.
- 22.23 In any partnership the principle must be that the public sector should become more of an investor in long-term regeneration, sharing the risk and sharing the rewards and recycling them for future projects. The evidence is that long-term development projects and partners are managing to keep going currently. Such a model will put more responsibility on local authorities and local strategic partnerships to provide leadership and integration at the local level, with expert support being provided by bodies such as the HCA and regional development agencies to help build capacity.

Asset Backed Vehicles

- 22.24 The partnership approach is also evidenced through the growing trend towards Local Asset Backed Vehicles, as a means of delivering regeneration and housing programmes. Where a Council/Public Sector organisation can identify a portfolio of assets, a pipeline of regeneration projects and suitable institutional investors, they offer a means of unlocking additional private sector investment.
- 22.25 Benefits to the public sector are that they retain a long term stake in development, retain a share of the returns and any uplift in land values and can plan for development.
- 22.26 This is unlikely to be a proposition for NTC as it does not have a portfolio of land assets within the RTNB area to form a vehicle of this type.

Accelerated Development Zones

- 22.27 Looking more widely, the government is now examining new opportunities for innovative financing mechanisms to support locally driven investment in regeneration.

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- 22.28 A number of local authorities and city regions are assessing the scope for accelerating development by allowing investment in infrastructure to be financed from anticipated future tax income [business rates] and value increases that could be generated by the existence of improved infrastructure.
- 22.29 The concept is referred to as an Accelerated Development Zones and although complex, it has much to be recommended and is particularly relevant to the RTNB area as this initiative principally relates to commercial property and will be financed through additional business rates.

Conclusions

- 22.30 The partnering arrangements outlined earlier in this section of the report highlight the need for a tailored approach to project delivery which is dependent upon the characteristics of the project, the parties that own the land in the area and the priority that has been given to the project in the development programme. The approach for the regeneration of the Swan Hunter site will differ from the approaches that are required to regenerate the retail centre in Wallsend and deliver new housing in the area. Larger and more aspirational regeneration projects that seek to regenerate the waterfront will in turn require an enabling/facilitating role from NTC who should look to the private sector to deliver regeneration once the sites have been provided with adequate road and infrastructure and the quay edges and land areas are suitable for development. The approach taken by NCC, ONE and the private sector is relevant in this regard.
- 22.31 NTC should give particular consideration to the concept of Accelerated Development Zones which has been promoted by other authorities across the country who have been lobbying government for support. This could provide the much needed impetus to kick start regeneration in the area.
- 22.32 The next section considers the planning and development framework for regeneration in the area.

23. PLANNING AND DEVELOPMENT FRAMEWORK

Background

- 23.1 This section considers the planning and development framework for the SDFP.
- 23.2 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, as outlined in Section 12 of the report.
- 23.3 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. The western part of the study area is covered by the Walker Riverside AAP and the Newcastle UDP which is currently being updated by the Core Strategy.
- 23.4 This sub-section briefly summarises how the work in preparing the SDFP for the River Tyne North Bank is aligned with the preparation of the Wallsend Area Action Plan.
- 23.5 This section of the report considers:
- The Sustainability Appraisal for the SDFP;
 - Current progress on the preparation of the Core Strategy and Wallsend AAP;
 - The Issues and Options for the Wallsend AAP;
 - Coordinating & Integrating the River Tyne North Bank Strategy and the Wallsend AAP;
 - Role of the River Tyne North Bank Strategy in the Production of the Wallsend AAP;
 - Final form and role of the AAP.

The Sustainability Appraisal for the SDFP

- 23.6 Section 11 outlines how the work undertaken in the preparation of the SDFP is aligned with the previous work that has been undertaken in preparing the Core strategy and Issues and Options for the Wallsend AAP.

Current Progress on the Preparation of the Core Strategy and Wallsend AAP

- 23.7 Work on the Core Strategy and Wallsend AAP is at an early stage.
- 23.8 The Core Strategy Issues & Options took place in 2006 and consultation on the Preferred Options is scheduled for late summer / autumn 2009.
- 23.9 Progress on the preparation of the Wallsend AAP is as follows:
- An Issues Paper was published and distributed to key stakeholders in August / September 2007;
 - Community Engagement on the Issues and Options for the Wallsend Town Centre Area Action Plan took place in January / February 2008;
 - Feedback on the Community Engagement which addressed the Issues and Options for the Wallsend Town Centre Area Action Plan was published and distributed to respondents and the contacts database for the Local development Framework (May 2008);
 - Work started but was subsequently placed on hold in developing the Preferred Options. Wallsend AAP (Summer 2008).

Issues and Options for the Wallsend AAP

- 23.10 The Issues and Options document provided a series of choices for residents and stakeholders to consider and discuss. The Issues and Options were Thematic, covering the following key areas:
- Housing;
 - The Economy;
 - Transport & Accessibility;
 - Street Scene;
 - Safety & Design;
 - Culture & Heritage and
 - Nature Conservation & Recreation

23.11 Two key areas were highlighted for special consideration in the generation of options for the Wallsend area. These were:

- The Central Area of Wallsend (The Town Centre) which looked at issues such as the overall form and shape of shopping on high street, town centre activities and the supply of retail; and,
- The Riverside Area which addressed land use, business and recreation activity, public access and movement.

Coordinating & Integrating the River Tyne North Bank Strategy and the Wallsend AAP

23.12 Work on the River Tyne North Bank has taken into account all material produced as part of the Issues and Options for the Wallsend AAP.

23.13 Council Officers who are involved in the preparation of the Wallsend AAP have attended monthly Project Board meetings and are also involved in the River Tyne North Bank work including the community engagement events described in this report.

23.14 The work described in this report is aligned with the work that has been undertaken as part of the Wallsend AAP.

Role of North Bank Strategy in the Production of the AAP

23.15 Since July 2008 the revised Planning Policy Statement (PPS) 12: Creating Strong Safe and Prosperous Communities through Local Spatial Planning and the amended Local Development Regulations', has sought to streamline the Development Planning Document (DPD) process, primarily by replacing 'Preferred Options' with a more limited phase of consultation following the Publication of a DPD.

23.16 This Planning Policy Statement (PPS) sets out government policy on local development frameworks. It, along with the Plan-making Manual accompanying this PPS, replaces PPS12 Local Development Frameworks and the companion guide Creating LDFs (2004). This PPS and the Plan-Making Manual reflect the lessons learned from the first three years of operation of the new planning system in England brought in by the Planning and Compulsory Purchase Act 2004.

23.17 The PPS explains what local spatial planning is, and how it benefits communities. It also sets out what the key ingredients of local spatial plans are and the key government

policies on how they should be prepared. It should be taken into account by local planning authorities in preparing development plan documents and other local development documents.

- 23.18 In the case of the Wallsend AAP, consultation on the Issues and Options was undertaken under the previous regulations. Therefore it is recommended, in view of the new regulations, that further options are prepared to include community and business engagement to ensure meaningful public engagement prior to the publication of the AAP. It is also recommended that Council member briefings and reports to Cabinet form part of this process.
- 23.19 It is recommended that the engagement exercise for the River Tyne North Bank should form part of the ongoing consultation and engagement with the community on the AAP. This approach would align planning guidance, accelerate the overall delivery of plans, ensure coordination and prevent any need to duplicate consultation for the Wallsend AAP.
- 23.20 It is however worth clarifying that the consultation and recommendations provided through the River Tyne North Bank study would not be expected to form part of the statutory consultation on the AAP. North Tyne Council will take the document through this formal process.
- 23.21 It is recommended that a Report on the findings of the River Tyne North Bank study should be submitted to Cabinet for approval as Interim Planning Guidance for the area, pending the final outcome of the AAP.

Final Form and Role of AAP

- 23.22 In taking this work forward, the final AAP would be expressed primarily through a Proposals Map defining the distribution of new uses. This would be accompanied by a policy framework.
- 23.23 Additional area specific guidance, such as specific Design Codes may also be developed.
- 23.24 In addition, Council Officers who are involved in the preparation of the Wallsend AAP have attended monthly Project Board meetings and are also involved in the River Tyne North Bank work including the community engagement events which are described in this report.
- 23.25 It is recommended that the engagement exercise for the River Tyne North Bank should form part of the ongoing consultation and engagement with the community on the AAP. This approach would align planning guidance, accelerate the overall delivery of plans, ensure coordination and prevent any need to duplicate consultation for the Wallsend AAP.

- 23.26 It is however worth clarifying that the consultation and recommendations provided through the River Tyne North Bank study would not be expected to form part of the statutory consultation on the AAP. North Tyneside Council will take the document through this formal process.

Risk

- 23.27 This sub section identifies some of the likely risks which could arise in the delivery of the SDFP for the River Tyne North Bank area. A strategy will need to be put in place to reduce risk and the following paragraphs outline some of the key measures that need to be considered.
- 23.28 The key risks to the delivery of the SDFP are grouped under the following headings:
- Lack of market interest/ inability to attract private sector businesses to the area;
 - Perceived lack of a suitably educated and/or trained workforce;
 - Poor quality and choice of housing in the area;
 - Poor shopping offer;
 - Poor public transport;
 - Failure to assemble sites for development;
 - Lack of finance available for key transport, infrastructure, utility and marine infrastructure works;
 - Lack of finance to deliver early wins;
 - Loss of community and stakeholder support to the project
- 23.29 Table 23.1 presents the key risks, their likelihood/impact and mitigation strategy. The mitigated score for each of the risks is highlighted in the last column.
- 23.30 The lack of finance available for key transport, infrastructure, utility and marine infrastructure works is probably the biggest risk to the project. Current cost estimates indicate that in the region of £120m is required to provide a minimum level of appropriate enabling works. Further work required to identify strategy for sourcing these funds.
- 23.31 The measures outlined under the strategy for mitigation will be highlighted again in Section 25 Conclusions and Next Steps.

Table 23.1 Key risks, likelihood/impact and mitigation strategy

Key Risks	Likelihood /Impact	Mitigation Strategy	Mitigated Score
1. Lack of market interest/ inability to attract private sector investment to the area	Low/ Medium	Market and Economic Analysis in Sections 1 and 2 indicates that demand for land/premises along the waterfront exceeds the available supply. Interest is there. Investors have options and the ability to attract them to RTNB is dependent on factors considered below	Low
2. Perceived lack of a suitably educated and/or trained workforce	High/ Medium	Big issue for many companies as indicated during the business consultation work. Development of a 'Learning Village/Training Academy' in the Wallsend area is key to addressing this	Medium/ Low
3. Poor quality and choice of housing in the area	High/ Medium	Improving the range and quality of housing in the Wallsend and Willington Quay areas is a key part of the SDFP strategy and is required to complement business investment and other intervention measures. NTC/HCA to work up in more detail	Medium/ Low
4. Poor shopping offer	Low/ High	A retail strategy to improve Wallsend's shopping offer is embedded in the SDFP. NTC are working with key landowners/other business interests to progress this work	Low/ Medium
5. Poor public transport	Medium/ High	The upgrading of the Metro and bus interchange is a priority for NTC and NEXUS.	Low-Medium
6. Lack of finance available for key transport, infrastructure, utility and marine infrastructure works;	High	Probably the biggest risk to the project. Current cost estimates indicate that in the region of £120m is required to provide a minimum level of appropriate enabling works. Further work required to identify strategy for sourcing these funds	High
7. Failure to assemble sites for development;	Low/ Medium	This is a big project. Consortia which comprise several organisations delivering a range of regeneration products will be sought as the preferred Strategic Partner, irrespective of the procurement approach. Strategic Partner can be set up for a 10-15 year term but should only guarantee construction and development contracts to private sector partner in first phase (other phases subject to satisfactory performance). Subcontracting construction/development packages on a tender basis should be permitted (see Section 5).	Low
8. Lack of finance to deliver early wins;	Medium	Early wins are essential to maintain momentum on the regeneration strategy and could include improvements to pedestrian footpaths and the public realm and improvements to the quality of the open space and landscape of the area. A list will need to be prepared and funding obtained.	Low
9. Loss of community and stakeholder support to the project	Medium/ High	A community and stakeholder engagement strategy will be put in place to ensure that there is continuity with the work that has been undertaken to date.	Low
10. Lack of in house resources within NTC to deliver the SDFP	High	A Project Manager and a Working Group comprising key officers within NTC will be set up to take the project forward. A possible shortage of other in-house resources/partner resources at operational level may also represent a risk to this project.	Medium

24. ONGOING CONSULTATION AND MARKETING

Background

- 24.1 Part 1 of the report outlined the importance of the SDFP which is a key regeneration area which should make a significant contribution to the local and regional economy and benefit local communities.
- 24.2 From an economic and social perspective, Section 3 pointed out that in order to achieve this potential, it is essential that future land use proposals for the RTNB area are set within the context of a wider plan and programme that seeks to complement existing proposals elsewhere in the sub-region. This includes those being delivered within North Tyneside, Newcastle and South Tyneside. This has important implications for business engagement and marketing and also at the local level for community engagement. This section brings together this analysis under the following headings:
- Consultation with the community;
 - Consultation with businesses, and
 - Marketing Strategy.

Consultation with the Community

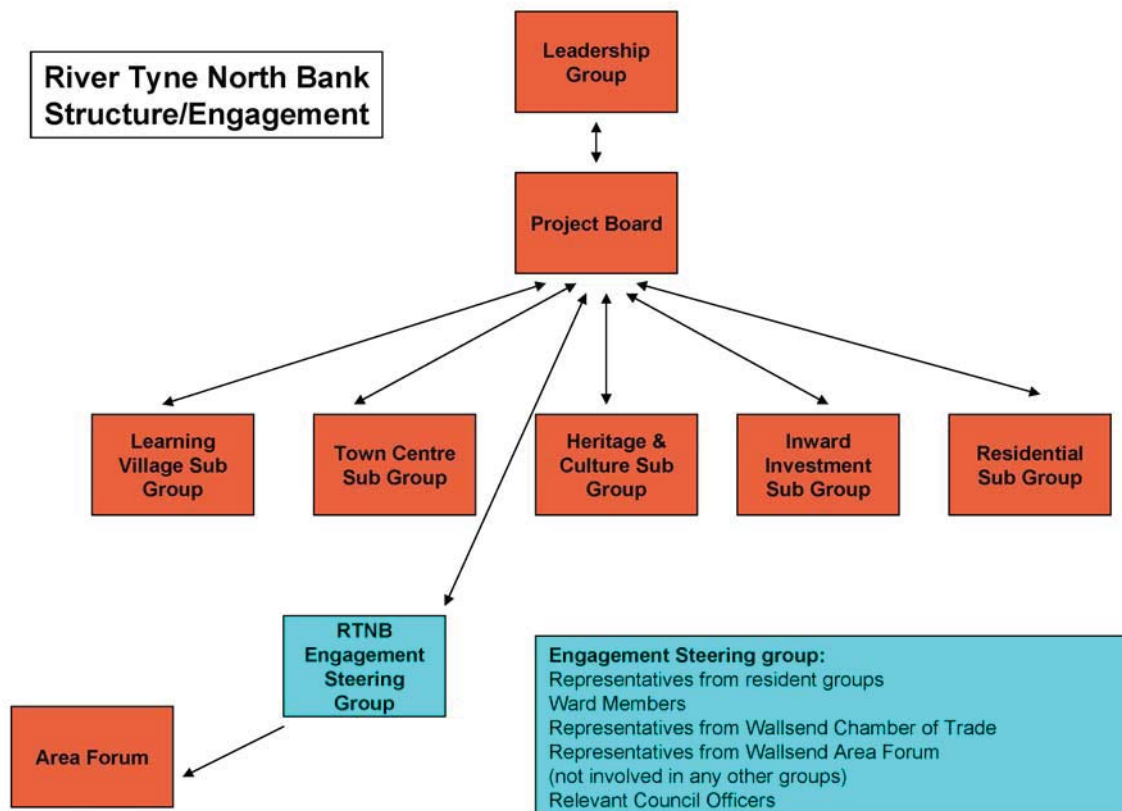
- 24.3 This study has undertaken a comprehensive approach to community engagement. There have been 4 stages in the community engagement process (as highlighted in Section 6):
- Stage 1 Advanced networking and dialogue December 2008 -Feb 2009;
 - Stage 2 Issues and Vision session – February 2009;
 - Stage 3 Option & Key Choices – March 2009;
 - Stage 4 Further exhibition, ongoing communication: Summer 2009
- 24.4 It is recommended that the network of contacts that have been made with community groups during the consultation exercise is kept up to date and that regular updates are provided on the council website and through the council's newsletter of progress with the SDFP.
- 24.5 The Stage 2 and Stage 3 community engagement exercises were conducted with resident groups in the following areas:

- Wallsend Town Centre;
- Willington Quay and
- East Howdon

24.6 We recommend that in future consultation is conducted through an Engagement Steering Group with representatives from resident groups, as work progresses through the AAP over the coming months. This will ensure that there is continuity with the work that has been undertaken to date.

24.7 This will also ensuring that the local community and key stakeholders are positively engaged in the process and that the final product is one which local people have confidence and can take pride in the outcomes.

24.8 The following diagram illustrates the proposed future structure for engagement in the study area.



Consultation with Businesses

24.9 Section 11 of the report highlighted the importance of the meetings held with key businesses located along the riverfront within the North Bank Area. These were instrumental in formulating the strategy for regenerating the area. The key businesses who were consulted are set out below:

- Wellstream International;
- SMD;
- Shepherd, Shepherd Offshore;
- IHC Engineering;
- DUCO Ltd;
- Holystone engineering;
- O'Briens;
- Morston Assets;
- Oceana Group

24.10 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.

24.11 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.

24.12 We recommend that consultation is maintained with these businesses through NTC and ONE.

24.13 We also recommend that consultation is maintained with other small businesses including retailers in Wallsend town centre to keep them informed on progress with the regeneration plans for the area.

24.14 The opportunity to set up a business forum and community forum for Wallsend with representatives from key groups should be considered as work progresses in the area.

Marketing

- 24.15 A workshop was held with representatives from NCC, NTC, ONE and the HCA during July 2009 to discuss the strategy for marketing the SDFP for the River Tyne North Bank.
- 24.16 The workshop highlighted the importance of marketing the unique attributes of the River Tyne to capitalise on the significant opportunities for the North East and North Tyne in particular for investment in traditional off-shore industries for the exploration & production of oil & gas and sub-sea technologies.
- 24.17 The workshop revealed that ONE and NTC have developed expertise in marketing the unique qualities of the waterfront and have been successful in attracting private sector interest in the following growth sectors::
- Manufacturing wind turbines;
 - Establishment of offshore supply bases & assoc. supply chains;
 - Building on existing sub-sea technology sector;
 - Adapting to new wind opportunities;
 - Building on local area supply chain.
- 24.18 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. Indeed, figure 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.

25. CONCLUSIONS AND NEXT STEPS

- 25.1 This study has put in place a Strategic Development Framework Plan for the River Tyne North Bank that will transform the character of the area and guide regeneration activity in the area over the next 15 - 20 years.
- 25.2 The SDFP has been approved as interim planning guidance and is aligned with the preparation of the Council's Core Strategy and AAP for Wallsend which is currently being prepared.
- 25.3 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. Land use plans, artists' impressions and exemplar images illustrate how these sites could be developed in the future.
- 25.4 The SDFP and Masterplan are supported by a delivery strategy that identifies a phased programme of regeneration and identifies the roles and responsibilities of the public and private sector in driving the strategy forward.
- 25.5 The work has been undertaken in close consultation with the RTNB Project Board which includes representatives from NTC, NCC, ONE and the HCA (the Partners).
- 25.6 The Partners will be taking the RTNB strategy forward through a series of Sub-Groups that have been formed for the following key areas:
- Heritage;
 - Learning Village;
 - Residential Development;
 - Swan Hunter, Town Centre;
 - Business Development and Funding;
 - External Partners and Leadership Groups including Nexus and the Port of Tyne
- 25.7 The Sub - Groups will be chaired by senior officers within NTC who will report back to the RTNB Board on a bi-monthly basis.
- 25.8 Business and community engagement events will be held periodically, to update stakeholders and the community on progress in delivering the SDFP and proposals for key sites.

Appendix A: Report on Community Engagement

River Tyne North Bank

Strategic Framework and Masterplan

Community and Stakeholder Engagement
February & March 2009

Main Report



Report by

Kevin
Murray
Associates

July 2009

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STAGE 1

ISSUES AND OPPORTUNITIES





1. Introduction

In October 2008, a team of consultants led by GVA Grimley were appointed by the North Bank of the Tyne Project Board (a partnership bringing together North Tyneside Council, Newcastle City Council, One NorthEast and Homes and Communities Agency), to prepare a strategic framework and masterplan for the North Bank of the River Tyne, including Wallsend Town Centre.

From Wednesday 18th through to Friday 20th February 2009, a series of workshops were held with the communities in East Howdon, Wallsend and Willington Quay and Stakeholder and Agency representatives, as part of the consultation process to gather views from a range of interested parties on the future of the River Tyne North Bank.

The following section summarises the proceedings of these workshops. The participants represented local residents, community representatives, local members, Wallsend Boys Club, Voluntary Organisations Development Agency, Northumbria Police, Places for People, Friends of the Earth, local businesses, Coble and Keelboat Society, Swan Hunter, Marine and Fisheries Agency, Port of Tyne Authority, Northumbrian Water Limited, New and Renewable Energies Centre, Tyne Tunnel 2, Highways Agencies, Nexus, Stagecoach North East, Tyne and Wear Freight Partnership, North East Maritime Trust, Tyne and Wear Museums, Hadrian's Wall Heritage Limited, North Tyneside Council, One NorthEast, Homes and Communities Agency, Newcastle City Council, South Tyneside Council and SENNTRI.

Appendices

The appendices include the transcribed feedback notes from the workshop exercises.

2. Combined headline feedback from all sessions

A. MEMORIES

River Tyne and access to the waterfront

- Overriding memories of the river included the **Wallsend Ferry** and **Smiths Dock** as a place people lived and wanted to live in.

Local economy, employment and training

- The prevailing memory was the prominence of **shipbuilding** and the **Swan Hunters** factory which employed vast numbers of people, including several generations of the same family. The factory horn evoked memories of crowds of workers swarming through the town centre at lunchtimes and at the end of shifts.

Wallsend Town Centre

- Wallsend town centre was remembered as a **busy, vibrant, thriving, friendly** place, with a variety of shops including department stores and many **independent retailers**.

Open space and environment

- A busy, well used, **safe, family friendly** Wallsend Park was recalled by many. Some remembered a peaceful, rural green with grazing cattle.

Homes and communities

- There was a strong **sense of community spirit** in the past, with church meetings helping to bring communities together. It felt like a safer place at night as it always seemed busy with people out and about.

Transport, access, movement, parking

- There had been a decent **bus service** with easy **transport links** including cycling and pedestrian routes.

Leisure, tourism and community facilities

- Memories were of a **healthier mix of leisure and community facilities** including shops, a cinema, youth clubs, swimming pool, pubs, clubs, venues for bands and dances.

Image, branding

- The **image** was **not** always as **positive** as hoped with the incinerator and sewage works in view from the Tyne Tunnel.

General

- The **noise** of the shipyard and industrial riverside was legendary.

B. ISSUES

River Tyne and access to the waterfront

- Some of the key issues identified included the complex and **disjointed land ownership** arrangements of sites along the waterfront. The **contamination** and other **environmental quality** issues of the river and surrounding land were considered real barriers to any regeneration. Concern was expressed over the **funding** available for any regeneration, regarding both the source of funding and the amount that was necessary.
- Some were not convinced that housing was the best use of land along the riverside.

Local economy, employment and training

- **Lack of employment** in the area was of primary concern due to a change in industry. There was a recognized need to **upskill** and **retrain** workers. The North Bank needs to provide opportunities for **education, training and apprenticeships** to encourage people to stay in the area and to **attract** young professionals to move to North Tyneside.

Wallsend Town Centre

- The **length and linear nature** of Wallsend High Street may make it difficult to make any proposals realistic. The **retail quality is poor** and this will have to be addressed.

Open space and environment

- There is a lack of green space along the riverside and the **topography** limits the level of development. Implications of **climate changes** need to be taken into account, such as, the risk of the river rising and the impact of any development on the **wildlife**.

Homes and communities

- There are serious **health effects of dirty industries** on communities close to the river, who feel they have been disadvantaged by previous developments in the area. A key issue for consideration is how to redress the balance and **protect small communities** from disproportionate disadvantage? Are local communities paying the price for regional advantage?
- Some **selective demolition** of housing and **regeneration** of existing houses may need to be considered. Ownership also poses a problem, particularly **private landlords** who bear no responsibility for the well being of the area. Quality housing is required to attract a diverse population. A **mix of size, style and tenure** of housing is necessary, as well as **affordability**.
- A **sense of belonging** and **community spirit** should be preserved in any new development.

Transport, access, movement, parking

- Concern was expressed over how the **increase in traffic**, created by the regeneration will be handled. There's a need to connect routes directly with the Tyne Tunnel to **prevent rat running** through the villages.
- Public transport provision and routes must be linked to industry, employment and service areas. Encourage a move away from cars and provide an **efficient and accessible public transport** system.
- Providing **pedestrian and cycle** networks is essential.

Infrastructure

- The existing infrastructure is **poor and decaying** and needs to be addressed.

Local heritage, culture

- Local heritage should be **celebrated** and recognised as a tourism and business opportunity. There are opportunities to consider such as a **Shipbuilding Museum**, **hotel** linked to Segedunum.

Leisure, tourism and community facilities

- A **lack of leisure and community facilities** was cited often, including open and green spaces. Facilities were required for all ages but there was a recognition that there was especially little for young people to do. Many facilities have disappeared, including cinemas, swimming pools and sports facilities. No community facilities, especially **health services** to support the community.

Land uses, ownership

- **Land assembly** is a major challenge and the fact that the site covers such a large area, which will require careful **phasing** and possible **zoning** of uses.

Image, branding

- The area suffers from a **negative image** which has to be addressed if new investors and residents are to be attracted to the area.

General

- The site is **large, challenging and neglected**. It is **disparate and fragmented** with a poor road infrastructure serving it.

Willington Quay

- Small local areas, such as Willington Quay are affected greatly by regional needs e.g. **the Tyne Tunnel**. Noise, air pollution and traffic all have a detrimental effect on the area. The area is considered a dumping ground for undesirables – people and industries.
- No community facilities, especially **health services** to support the community.

Wallsend

- Wallsend remembered as a **thriving community** which is facing rapid decline due to loss of employment and lack of facilities.

East Howdon

- The **smell** from the **Sewage Works** was most commonly cited as the biggest issue affecting the quality of life of residents of East Howdon.



C. HOPES AND ASPIRATIONS

River Tyne and access to the waterfront

- An aspiration of many was to achieve **greater public access** to the riverside, with attractive walks along the river and associated leisure activities such as restaurants and leisure boats. The river frontage is **too valuable** to waste on industry alone.
- With the improvements to the area and the river there will be a much improved **diversity of wildlife** in and along the river.

Local economy, employment and training

- A primary objective of the regeneration is to **create job opportunities** for all, young and old. There are opportunities to develop **marine technologies** and focus on **renewable energies** industries, such as wind generators and photo voltaic cells.
- **Training and apprenticeships** will be vital to regenerate the economy.
- Look to **innovating new industries** and anticipate change and associated requirements.

Wallsend Town Centre

- **Consolidate** the Town Centre uses into a smaller area to improve it, with a **modernisation of the Forum Shopping Centre**.
- **Better shops** that supply more organic, local produce and arts and crafts would make for a more pleasant shopping environment.
- Harness the potential to **link the town centre** and **Segedunum** with the **waterfront**.
- Improve the **night-time offer/economy** by providing family restaurants and eateries.

Open space and environment

- **Create more** parks and open spaces with facilities for young children, **picnic areas, walks** and other youth activities.

Homes and communities

- Creating a **sense of community** and somewhere people are proud to live, work and play was very important. This meant safe, clean, healthy, **attractive places** with better quality and affordable housing as well as the larger, more expensive housing to attract business investors and leaders.

Transport, access, movement, parking

- Improving transport, access and connectivity was considered critical. **Improving the bus and metro station** were key making them **safer, cleaner and user friendly**.
- If the High Street is to become more commercial, the **roads will need widening** and a **veto on parking charges** to encourage shoppers back to Wallsend centre.
- Some parts of the centre should be vehicle free to make the **streets safer for shoppers**, less motor traffic, means **more walkers and cyclists**.
- A proactive approach to transport and communications is needed i.e.:
 - Full **motorway** connection to SE England
 - **High speed rail link**
 - **Upgrade A1** to Scotland across Northumberland
 - **Sea communications**

Local heritage, culture

- It is important to make the most of and **protect the area's heritage** and of the best of Wallsend, such as the park, civic hall, river, sense of community, Segedunum.

Leisure, tourism and community facilities

- An important priority is to **improve provision of and access to facilities** including shops, health and public transport for all, but especially the young. **All weather, family friendly activities and venues** were essential such as spaces for festivals and concerts. More could be made of the local heritage to **capture the tourism** market.

Land uses, ownership

- The fragmented nature of land ownership and therefore possible uses should be considered with care. It is vital to establish **a viable mixed use environment** which also includes industry, but is conducive to creating an attractive area which boasts quality design.

General

- A **high quality of design** should be aspired to in all aspects of the regeneration; buildings, open spaces, parks, streets and housing.
- Residents should have a right to live in a **clean, noise and pollution free environment**.
- Long term solutions to housing, transport and employment should be sought, which take into account the future needs of the area. No short term fixes, think **long term sustainable development**.

D. POSSIBLE THREATS

- **Dirty industries** adjacent to communities. Willington Quay welcomes change for the future but a healthy clean environment is badly needed.
- A lack of sufficient **long term funding** may prevent or delay the implementation of proposals.
- It will take time to deliver significant change, so what is going to happen in the short term? There is significant **consultation fatigue** amongst communities due to perceived 'red tape', a lack of information and movement on previous proposals and strategies. There is a lack of visual progress on the ground. **Short-term action** as well as long-term vision is needed.
- **Employment** is being '**sucked**' out of the town centre to business estates, which needs to be brought back into the centre.
- Not letting go of the past - need to **adapt to new opportunities**.



3. Workshop sessions

The week of consultation events began with the Willington Quay Community event on Wednesday 18th February. This was followed the next day by the Stakeholder and Agency workshop, during the day, and the Wallsend Community Event in the evening. Both events were held at the Wallsend Memorial Hall. The final event of this series was held on Friday 19th February in East Howdon at the Community Centre.

EVENT	DATE	VENUE
Willington Quay Community Event (20)	Wed 18 th Feb	St Pauls Church
Stakeholder & Agency Event (33)	Thurs 19 th Feb	Wallsend Memorial Hall
Wallsend Community Event (51)	Thurs 19 th Feb	Wallsend Memorial Hall
East Howdon Community Event (11)	Fri 20 th Feb	East Howdon Community Centre

For the purposes of this report, the feedback from the three community events will be recounted first followed by the Stakeholder and Agency workshop.

4. Welcome

Kevin Murray, of **Kevin Murray Associates**, facilitator for the events, welcomed participants to the workshop and introduced the client and consultant team. A full list of the consultant team is attached at Appendix A.

5. Aims of the workshop

Kevin explained the format and objectives of the workshop, which were to:

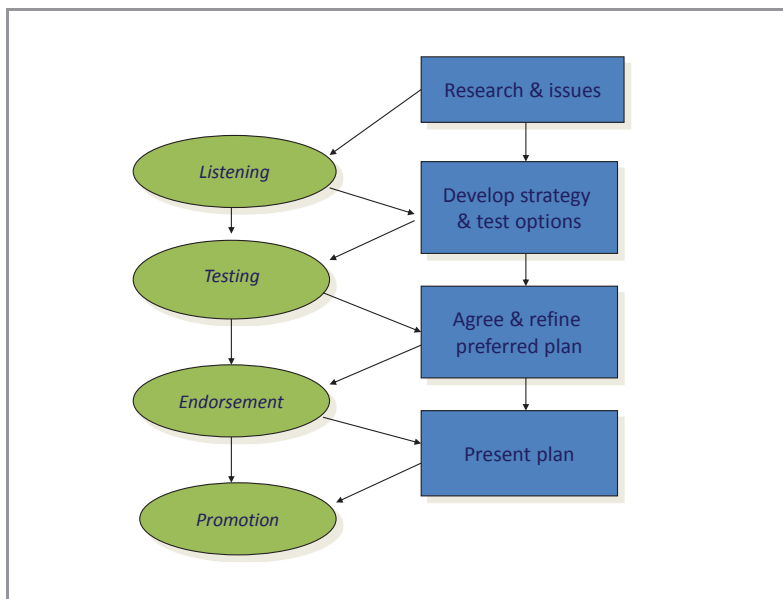
- to learn about the Tyne North Bank Strategy
- to hear the findings and implications
- to explore possible future scenarios for the area
- to offer ideas and advice on the way forward

6. Stages of Stakeholder and Community engagement

Kevin outlined the stages of consultation for the project as

Stage 1	Advanced networking and dialogue	Dec 08-Feb 09
Stage 2	Issues and Vision sessions	February 09
Stage 3	Option & Key Choices	March 09
Stage 4+	Further exhibition, ongoing communication	Late Summer 09

The engagement process is a progressive, learning process, with iterative processes. While work on the strategic framework and masterplan is progressed, there is a parallel strand of consultation that takes place at corresponding stages, to review and refine the strategy.



Progressive Engagement

7. Ground rules

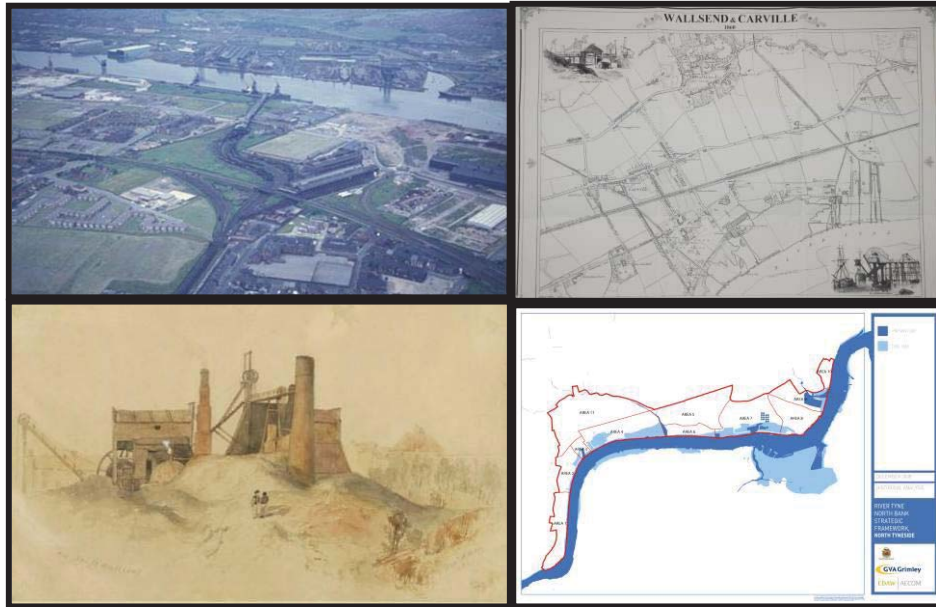
Kevin then set out some ground rules for the workshop. He asked that in contributing to the process and discussing the different approaches, participants should:

- draw on their local & specialist **knowledge**
- think about **change** - across a generation
- be **creative** and honest
- respect **different** opinions
- not be afraid of **difficult issues**

Chatham House rules were agreed for the workshops, therefore recording and reporting of views, thoughts and comments expressed during the events would be non attributable.

8. Thinking about change

Kevin encouraged participants to think about how the river and its associated uses had changed over time and not to just think about recent events and activity. For example, there have been changes in uses from mining to shipbuilding. The river itself has changed its form and has reclaimed an edge for industrial use in the 1850s and 60s.



It was important to address the legacy, linking with things on the river. Sometimes the buildings have changed but the uses remained the same. At other times, the uses changed but the buildings remained the same.



9. Issues from previous consultations

Kevin listed some key issues that had been raised during previous consultations and earlier networking stages of this project:

- Effects of industry – need for clean up
- Need for new ‘cleaner’ jobs
- Improve transport – including cycle-ways
- Reduce fear of crime
- Better community facilities and housing
- Make more of heritage and identity
- Better town centre – shops, leisure, lighting
- Better access to ‘our riverside’
- Address sewage works smell

10. Feedback

In the 3 community workshops, Kevin asked participants to think about and give feedback on:

1. What are **your memories** of the area?
2. What are **the issues** the strategy should address?
3. What are your **hopes and aspirations** for change?

At the stakeholder and agency workshop, following the site visit, Kevin asked participants to

- Feedback on their impressions of the North Bank

Listed below, under themed headings, is the feedback received from all four sessions. In the appendix there is a record of the comments received from each session.

1. Memories

River Tyne and access to the waterfront

- Smiths Dock – a place to live in, people wanted to live in
- The Wallsend Ferry x2
- Playing round the Wallsend Ferry landing and going over on the Ferry
- Supertankers and famous ships
- I am most grateful that the whaling fleets have vanished

Local economy, employment and training

- The crowds of Swan Hunters workers swarming through the town centre at lunchtimes
- The Swans stampede at lunchtime and end of shift
- Industry thriving with shipbuilding and supplying industries
- No factories left, haggies mainly
- Shipyards no longer active
- Hadrian Warehouse
- Hadrian Head Office
- London and Newcastle Tea Company
- A busy working environment
- Thriving shipbuilding industry
- Thriving mining industry
- After the demise of the shipyards – a university?
- Sound of the Swan Hunters horn marking the change of the shifts
- Shipyards and shipbuilding
- The Burn
- Grandfather was a rivitor in the yards. My father was a fitter and turner in the yards
- Trades disappearing
- Big employers, shipbuilding, shipbuilding repair
- Rope works
- The sound of the shipyards buzzer (apparently I was born just after the noon one)
- 1962 – standing by Northern Star building at Walker Naval yard, second to last passenger ship built on the Tyne
- My family (all of them) used to work in the ship yards
- Watching a ship being built right outside my bedroom and the launch (late 1960's)
- 1970's Geddes report 27,000 workers affected. Steady run industry not replaced
- Driving in the car (with parents) to Wallsend to see the 'Northumbria' ship being built

Wallsend Town Centre

- Wallsend town centre, busy, vibrant, friendly when I arrived in mid 70s
- Busy town centre, more shops, which looked clean and inviting, with more choice
- Quality goods
- The wonderful Co-op Department store and cafe
- A busy high street full of successful independent shopkeepers
- Presto Supermarket

Open space and environment

- Open Spaces
- Wallsend Park when it wasn't full of trouble makers
- Wallsend Park busier
- A pleasant and safe park with facilities for all family members
- Park full of children playing, families and picnics
- The Park
- A peaceful, rural green with grazing cattle

Homes and communities

- Friendliness
- Community spirit x2
- Felt safer at night
- A very busy area, a lot of people out and moving around
- Being ignored in 'The Jungle' because the locals said I wasn't hard enough to join their battle
- Good Friday and all the churches meeting together on The Green and going to 'The Allen' for an orange

Transport, access, movement, parking

- Decent bus service
- Easy transport links
- Cycling through the pedestrian tunnel to go to Jarrow swimming pool

Leisure, tourism and community facilities

- Churches
- Cinema x3
- Schools
- Local amenities
- Buddles Arts Centre being vibrant and having lots of bands on during the 80s
- Return in 1980 after living in London to notice lack of facilities and general run-down feeling of the area (W)
- More youth clubs in the past
- Swimming Pool
- Marshie's ice cream parlour
- Pubs and clubs very busy, lots of activity
- The 'Mem' Dance
- I remember when there were nice toilets
- Busy social clubs
- Walking down Hayhole Road to 'Minnie Becks' pub for a cake as a child with parents

Image, branding

- Through the Tyne Tunnel – what a bad image for the first time visitor – an incinerator and sewage works

General

- Oil rigs built with no excess noise
- Bridon Rope (?)
- Noise from Shipyard's night shift
- Safe environment
- The Fights with teddy boys at the 'Mem'
- Industrial riverside noise
- Borough pictures
- Badly run down

Willington Quay specific

- The continuing pollution of the area by Nexus supervised by NTC around the 7 Arches
- 7 Arches

2. Issues

River Tyne and access to the waterfront

- Do not build houses on river side land
- Opportunity for riverside access
- Access to riverside is difficult, disjointed land ownership, contamination, market leaders in key sectors
- Opening/access to river, quality of environment, scale, complexity, ownership, funding – global economic situation?
- Does the river offer the prospect of a collective purpose?
- Where is the river going to?
- Exploit river infrastructure to import/export goods to generate/sustain new industry
- Making sure the river is not lost to housing
- Is there any genuine need for industry to have access to the river?

Local economy, employment and training

- Industrial change, retraining, apprenticeships
- Lack of employment x3
- Need to upskill to allow local people to discuss job opportunities
- More diverse economy
- Mirrors national economic picture
- Education and training x2
- How to encourage more young professionals into the area and to stay
- Good training facilities
- UK is now a high wage economy, therefore manufacturing industry is unlikely to be viable in the medium to long term

Wallsend Town Centre

- Length of Wallsend High Street – Bus stop accessibility, where is main focus?
- Linear nature of Wallsend Centre, be realistic in terms of proposals
- Shopping x 2
- Dirty streets, litter, urinating and defecating in side streets
- Fall out from pubs then education, health and shops
- Retail quality

Open space and environment

- Lack of green space
- Topography, steep hinterland, limited level development land for manufacturing
- Concrete jungle, no greenland by the metro
- Environmental improvements
- Hill grounds
- Environmental degradation, implications of climate changes – river rising?
- Wildlife

Homes and communities

- The effects of dirty industry
- Private landlords
- Health issues of people surrounded by dirty industries
- How to redress balance and protect small communities from disproportionate disadvantage? Local comments pays price for regional advantage
- How do we address the 'community ownership' element on the riverfront – how do we ensure that ownership is respected and built on for the good of the area and its people?
- Don't lose sight of people, they live, work, visit. They need to be central not as an add on to building
- Community engagement – selective demolition of housing needed
- Preservation of the sense of "belonging"
- Regeneration of existing housing
- "Faith" community engagement
- Intergenerational work
- Agencies working together and communicating
- Housing - quality, affordability, family
- Loss of communities – what is a community?

Transport, access, movement, parking

- Traffic on Howdon Road tunnel access at Tyne View Terrace has been stopped up
- Transport issue public and road use. How will the increase of traffic be handled?
- Public transport links to industry
- Connectivity and accessibility an issue. Traffic generation an issue
- Transport links, route to Tyne tunnel need direct access from bottom road (Hadrian) and stop rat running through villages
- The protection of the residential areas from traffic (not the high street)
- Less reliance on motor vehicles due to shortage of fuel; also greenhouse effect
- Improvement in roads
- Pedestrian tunnel
- Mid Tyne road-rail bridge, reserve land necessary

Infrastructure

- Infrastructure of services
- Decaying – poor infrastructure

Local heritage, culture

- Can we live up to our history?
- Celebrating cultural heritage, recognising the tourism business opportunities, visible interpretation of Hadrian's Wall National trail/ cycle way
- The preservation of the built heritage
- Promote heritage and cultural (e.g. we have a world heritage site – Segedunum)
- Shipbuilding museum (Swans)

Leisure, tourism and community facilities

- Lack of affordable and accessible leisure facilities – sports, leisure, for all ages
- Leisure opportunities and open green spaces for people to enjoy
- Leisure industry, history of area
- Encourage uncovering historical remains to promote tourist interest
- Swimming/leisure facilities for all at all hours not just evenings
- No local cricket ground and decent sports stadium
- Local picture hall, cinema for the generation without own transport
- Children facilities
- Boys scouts, girl guides
- Visitor attractions
- Western, central schools
- Old grammar and technical schools

Land uses, ownership

- Identification land use development
- Land assembly challenge
- Large area – should it be phased? Zoned into different uses?
- Land contamination on derelict sites.
- Land assembly, own a fragmented range of sites
- As a large proportion of the area is in the hands of the private sector (Shepherds), why are they not part of this?
- Multiversity, tourism hotels
- Moving Brentwood industry estate out of housing area
- More small industries

Image, branding

- Negative image

General

- Challenging, large, neglected
- Significant opportunity
- Disparate, fragmented, poor road infrastructure
- Look North rather than South?
- Improved street lighting and subways on Coast Road
- A massive clean-up of derelict areas
- A balanced view to give a balanced solution
- We must accept every idea, no matter how outlandish, then analyse them all meticulously

Willington Quay specific

- Willington Quay was a village cut in half and is now being developed – new houses, new tunnel, where is the health facility?
- Noise, air pollution, traffic, Wallsend will be put before small area's like Willington Quay!
- Lack of council input into area
- I have noticed the regeneration along the River Tyne from Newcastle to the coast and seen huge improvements. What is available for Willington Quay? Where are the health facilities?
- This area is now a council dumping ground for undesirables
- Small local areas – e.g. Willington Quay – affected greatly by regional needs e.g. transport link, Tyne Tunnel

Wallsend specific

- Facelift for Wallsend
- Wallsend used to be a thriving community. People from elsewhere came into the centre to shop. Things declined when Wallsend became part of North Tyneside instead of an excepted borough of Northumberland

East Howdon specific

- The smell

3. Hopes and Aspirations

River Tyne and access to the waterfront

- More and better access to riverside
- Housing, leisure and parks on river banks, so the public can enjoy the river
- Attractive walks along the river
- River boats
- Restaurant on the river and leisure, ferry landing
- Much improved diversity of wildlife in/along the river
- The river frontage is too valuable to waste on industries that have failed in the past. Any new industries must be forward looking and innovative

Local economy, employment and training

- Job opportunities for all – young and older people
- Economic regeneration – commercial, community, housing
- Eco green, training, college, food growing, restaurants
- Development of marine technologies
- Encourage other groups in the area, could lead to economic prosperity, i.e. students (university)
- Long term employment opportunities
- Developing Swan Hunter site for the development of a training centre
- Ship building and shipyards
- Anticipating change, innovating response to it. Business, employment, skills etc
- More craft apprenticeships, training, vital to regenerate economy
- Focus on renewable industries, wind generators, photo voltaic cells

Wallsend Town Centre

- Consolidate Town Centre uses into a smaller area
- Update Forum Shopping area so that it is pleasurable to visit
- Encourage decent shops and in particular cafes and restaurants on the high street
- Not pedestrianising the high street
- Cleaner town centre
- Town centre – open market
- Lovely shops, e.g. Walter Wilson's
- Shops that supply more organic, local produce, art and craft
- Busy shopping centre that is full of people, no empty shops

Open space and environment

- More parks/picnic areas
- Encourage young people to use park with improved facilities
- Park areas for people to walk/youth activities
- Park areas with facilities for children
- Nothing will make much sense until we re-define our relationship with the natural environment and value it

Homes and communities

- I hope that people are proud to live and work here
- Sustainable communities
- People's sense of who they are, is about who they were as well as where and what they want to be, people's sense of place and pride in who they are
- Sustainable living, sustainable working, world class future
- Don't be scared to deal with jobs. Losing faith in the Council's motives to protect us
- Involving families in consultation – virtually everyone here is over 50 - 60
- Safe places for young people
 - New housing around the town centre
- Better housing to cater for all, young, old, single people and families and affordable
- Positive policing
- Vibrant, multi-cultural community
- Re-invent 'community'
- Society is for 'all'
- North Tyneside has NO top quality housing, so cannot attract big players on any field
- Strengthening of communities
- A clean environment, an attractive ambience, maximum diversity but no unit too small to be viable

Transport, access, movement, parking

- If High Street is to become more commercial, the roads need widening
- Get rid of parking charges in Wallsend to encourage shoppers back to Wallsend centre
- Streets without cars, safer streets for kids
- Improved bus and metro stations with covered walkways from there to Forum
- Less motor traffic, more walkers and cyclists
- Proactive approach to communications needed i.e.:
 - Full motorway connection to SE England
 - High speed rail link
 - Upgrade A1 to Scotland across Northumberland
 - Sea communications

Infrastructure

- Proposed/forecast of £3 billion regional infrastructure improvement. Does this include North Tyne and how much road and rail priority

Local heritage, culture

- Public art designed with and by children
- Making the most of heritage and of the good things in Wallsend – park, civic hall, river, sense of community, Segedunum
- Protection of local heritage – keep it alive
- Retain character

Leisure, tourism and community facilities

- Access to facilities – shops, health, public transport
- More places for young people to go and things to do – youth centres/activities
- Leisure for all
- Try to capture the spirit created during Wallsend Festival (it's wonderful)
- Attract Tourism – Segedunum, shipyards, mining
- Places for families in bad weather, e.g. indoor ski centre, children's farm, soft play
- Affordable childcare
- We need to define what we mean by sustainable community, in order to have a meaningful conversation

Land uses, ownership

- Varied, quality uses to make area more attractive – including industry
- New buildings to be stylish and well designed to improve town's outlook
- No mass building of units which will remain empty

Image, branding

- Wallsend to get back a good name

General

- Clean environment, noise, pollution
- Cleaner, quieter, healthier area to live in the future
- The past is the present's gift to the future
- Industry, noise, smoke, purpose, pride, respect, dignity
- Housing, transport, employment issues to take into account future needs of area. Not short term fixes. Think long term and sustainable development
- Hope change will occur and that this is not all talk – action is needed
- Security
- Wallsend has never changed in over 100 years, too heavy a dependency on heavy industry
- Quality, quality, quality
- Hope we can re-create the culture of ideas, imagination and possibility that inspired the industrial revolution and self belief. How? We'll start by reminding people of who they are

Wallsend specific

- Consolidate town centre into a smaller area
- Improve choice/variety of retailers
- Need to improve public transport (affordable)
- Accessible car parks
- Creating a safe shopping environment
- Family night-time entertainment/amenities. Somewhere to take family to eat in the evening
- Work with Morrisons to improve/upgrade supermarket provision
- Need to increase footfall
- Potential to improve links to Segedunum and waterfront
- Cultural and friendly waterfront environment – link with ferry/boat trip from Newcastle
- Making Wallsend a place where people want to live and raise a family

4. Threats

- Dirty industry adjacent to communities
- Time to deliver change – want to know what is going to happen in short term
- Lack of succinct information and too much red tape
- Lack of ? £ to deliver change
- Consultation fatigue
- Lack of visual progress on the ground (short-term action as well as long-term)
- Employment being ‘sucked’ out of town centre to business estates.
- Not letting go of the past - need to adapt to new opportunities
- Willington Quay welcomes change for the future but a healthy clean environment is badly needed
- Get rid of industry on the River Tyne especially near villages
- Industry near Tyne tunnel/cycle tunnel and Willington Quay will not let the public have clean healthy living
- Other places – Lemmington, Newburn

11. Baseline information

Having heard the participants views and perceptions of the area, **Rachel Buckland** from **GVA Grimley**, explained that baseline investigations had taken place, to help the team understand the key issues of the area and to assist in identifying potential opportunities. Profiling of the area had been carried out, including economic, social, design, engineering, transport and development profiles. Rachel presented this information to all groups to establish accuracy and confirmation of the issues.

The baseline research has identified a number of key issues that will help to shape the strategic framework and masterplan. These issues have been grouped into a number of categories including:

- The Local Economy
- Wallsend Town Centre
- Open Spaces
- Public Access to the Waterfront
- Homes and Communities
- Local Heritage
- Transport
- Under Used Land

The Local Economy

- Post-ship building industrial restructuring
- North Tyneside has high employment rates, but within North Bank significant unemployment
- Continued reliance on manufacturing industry
- Number of small businesses operations and low value industry
- Several large occupiers/employers (Duco, Wellstream, Pearson Engineering)
- Growth of metal and recycling industries
- Off shore oil and gas occupiers on site
- Renewable/off shore wind opportunities



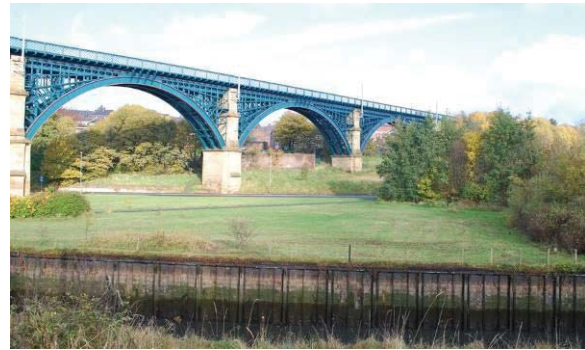
Wallsend Town Centre

- High leakage of expenditure (£154.5m p.a.)
- People choosing to shop elsewhere
- Declining retail environment
- Unsustainable linear form
- Number of vacant shops and premises - opportunity sites
- Central Co-op in need of improvement
- Opportunity for new retail premises and central redevelopment
- Council currently investing into public realm



Open Space and Environment

- A number of high quality spaces (Richardson Dees Park, Hall Grounds Park, Willington Gut Corridor, Redburn Dene)
- Lack of linkages between spaces and users
- Large areas of under used and redundant land surrounding industrial warehousing and commercial office blocks
- Maritime heritage creates local landmarks
- Lack of quality open space within residential communities



Public access to the Waterfront

- Limited public access to the waterfront
- Majority of waterfront sites are active or redundant commercial uses
- Level changes create barriers to movement
- Limited public sector ownership of waterfront sites and therefore ability to open up access
- Opportunity to improve visual and physical links



Homes and Communities

- Growing population
- Family orientated neighbourhood
- High proportion of single parent households
- Significant number of state benefits
- Relatively large working-age population but high unemployment
- Limited education and skills = barrier to employment
- Problems of deprivation and population loss in certain neighbourhoods (less popular places to live)
- High proportion of terraced & flatted accommodation (limited housing choices for families)
- Projected household growth (22% 2004-2029)
- Recent successful developments (Royal Quays)
- Current developments (Smiths Dock and Bellway at Willington Quay)
- However, long standing and committed community wanting positive change
- Large opportunity sites = potential to improve housing choice



Local Heritage

- UNESCO World Heritage Sites (Segedunum and Hadrian's Wall)
- Strong industrial and maritime heritage
- Significant archaeological resources
- A number of listed buildings, scheduled monuments and registered parks
- Local pride in maritime and industrial history
- Opportunity to create an improved destination for visitors and the local community



Transport and Accessibility

- Accessible area (A19, Coast Road and Hadrian's Way)
- New Tyne Tunnel connection
- Metro system with 3 stops in the study area
- International passenger ferry terminal (reduced operations)
- Congestion problems at key junctions
- Rat running within some neighbourhood streets
- Parking problems within key employment areas



Under used land

- Large areas of vacant and redundant land
- Previous uses = significant contamination issues
- Physical and access constraints (landform, railway lines, isolated sites)
- Significant waterfront opportunity, but limited public sector ownership
- Large sites recently acquired with aspirations for renewable industries
- Swan Hunters key opportunity to introduce new uses



12. Questions, answers, comments (Q, A, C)

Participants were asked if the baseline information presented gave a true reflection of the area and were invited to ask questions or comment on what they had heard.

Willington Quay

- Q. Wallsend Town Centre has drug users, asylum seekers and other residents with social problems all concentrated in one area. If this is allowed to continue then how will it improve the image/perception of the Wallsend and the area as a whole?
- C. Wealthy people from the area have the choice to move away and will do so.
- C. Need to do something to reverse this trend to attract people into the town.
- C. Transport links – talked about long distance links but the problems are more locally – buses are not there so making even short local journeys is very difficult.
- C. Seems like Wallsend gets benefits e.g. links to the River that other areas won't get.
- A. Will use opportunities where they present themselves e.g. Willington Gut.
- C. It always seems that Wallsend gets the favourable changes and benefits.
- C. The whole thing seems to be based on large industry.
- A. There are things like the Renewable Energies industry.
- C. Don't rely too much on a Government that prefers to support the South and Scotland.
- C. There are limited opportunities for businesses to go in North Tyneside that are affordable for small businesses.
- C. There is an issue about big businesses and large floor space – not a lot of opportunity for growth.

Wallsend

- Q. Are shops on the edge of town centre cheaper?
- Q. If the High Street is Linear, are there tools to change this?
- C. Free parking needs to be provided.
- Q. What are people having to go out of the centre to buy?
- C. The images shown in the presentation were not just about Wallsend.
- A. The study area is about the whole of the North Tyne Bank area – whilst this workshop has a focus on Wallsend, this is an opportunity for people to think about the wider area and put forward ideas for the benefit of the whole area.
- C. Nothing has been mentioned about things for young people to do – pre-teen and teenagers.
- Q. Is consultation taking place in schools and with young people?
- A. Yes, trying to set up some workshops for young people.
- Q. What about making Wallsend an eco-friendly town – e.g. green roofs etc.
- Q. Is all this reliant on central government or private business? Where is the money coming from to fund these projects?
- A. If you get the balance right, money can be levered in from all sorts of sources – e.g. Grainger Town had some European Funding which was more than matched by private developers.
- Q. Will some of the benefits of the regeneration help areas just outside of the boundary?
- Q. Do you envisage large numbers of compulsory purchase?
- Q. Can we have lots of green planting, trees, habitat?

East Howdon

- C. Can't think parochially – North and South Shields need to work together.
- C. Most of the river on the North side has been colonised for industry. There is no public access.
- C. This could be the re-birth of the area

Stakeholder and Agency

- Q. What sort of funding do we have to develop, e.g. ONE
- A. Need to access big funding but need a strategy for funding deliverability
- Q. What about looking at global, national, regional economy, then look at the local economy to find out what the unique selling point of this area is?
- Q. What is the population of the study area?
- C. The river defines this region but introducing community access to it will have to be done slowly and carefully.
- C. How to manage the river is important too. Some river use will define what the land use there should be.
- C. The river is an asset. Don't throw away the potential, e.g. a Marina
- C. The river is very quiet it's like having a motorway with only a few bikes going along it.
- C. Any new development will create additional traffic and problems for the community.
- C. Can't make promises to relieve one area's traffic problems and create them somewhere else or further down.
- C. The study area has an impact further out as far as transport is concerned on A19 and A1 going out to Silverlink.

13. Workshop exercise

Following the discussion, at the 3 community events, participants worked in groups and looked in more detail at some key issues which need to be addressed. There were lead themes which groups worked to but were free to discuss all aspects. The themes included the following:

1. Economy & employment
2. Housing & community
3. Town centre
4. Movement & transport
5. Open space
6. Heritage
7. Tourism & Leisure
8. Town Centre

The groups were asked to look at the following in relation to their chosen theme:

- 1 Any opportunities and ideas?
- 2 Any threats or blockages?
- 3 Another place you aspire to be like?

14. Workshop Feedback

Willington Quay

Transport, movement and access

There was concern about the impact new jobs will have on the Tunnel as it is already at capacity. This will need to be considered in any future planning. However, regeneration of the area also presents distribution opportunities, using the river as a means of distributing goods. The Metro is also in need of re-invigoration. Many people currently do not use the Metro as it is perceived to be unclean and unsafe. The move from a public to private bus service has meant that prices have gone up. There needs to be a review of the bus service. The group agreed that traffic needed to be managed well and that car travel should be discouraged in favour of public transport as long as it is an effective and efficient service. There was a fear that rat running will continue (and possibly get worse) in Willington. Transport systems will need to be planned well now so that it can meet future demands from a changing population. The group noted that there should be links to the A19 from the A187.

Environmental, tourism and heritage

Some of the issues that concerned the group included the lack of quality spaces available to invest in but it was noted that Willington Gut presents a major opportunity for development. Small marine industries could be located at the Gut. There is poor access to the river due to ownerships and a lack of new facilities for children to use. The group suggested that Howdon Green could be redeveloped as football pitches. There are 3 major cycle routes that converge on Hadrian's Way which present a leisure opportunity, to encourage people to stop, take a break and enjoy the views of the river. A ferry service connecting the North and South Bank of the river should be explored, perhaps even a river bus going to Newcastle City Centre. It is important to celebrate local heritage and to raise the profile of Segedunum. It could be enlarged and expanded, it presents an opportunity to site a hotel there. There is also a need to modernize existing spaces, terrace back lanes to make them safe.

Housing and communities

It is important that adequate infrastructure is in place before any new houses are built, as existing infrastructure is at capacity. For some, however, it was difficult to imagine any new development taking place due to the current economic downturn. On a cautionary note, participants expressed a sense of consultation fatigue. There had been endless consultations on other projects, many promises made, scoping consultants do their bit and then move on, new consultants come in disregard previous consultations and continue to take things in a different direction.

Everything from private large family houses to lifetime homes for elderly must be provided offering real sustainability. Mixed tenure housing is important but they must be tenure blind and this will only be achieved through good, high quality design. It is vital to create attractive neighbourhoods, which are not affected by the quality of life issues such as smell, noise, poor health. The new housing would also change the



dynamic of the community as currently it is a largely elderly population, with families and young children in the area it would make for a much more vibrant community.

Residents didn't want to see the development of communities that were gated, such as Smith's Dock was turning out to be. The development prevents access to the river by the public, but residents do have access. This was considered unfair and unacceptable.

Community facilities would also need to be provided including shops and health centres as well as an efficient public transport system, especially buses.

There was concern about how any new development would deal with the 'Bank' which is perceived to be a blockage. The Tyne Tunnel area and Willington Gut could take new housing, but it would need other facilities to support it. In addition, adequate parking would also have to be provided for any new houses as lack of parking was already an issue for many. Regeneration has to be about more than just new housing, there must be employment, community and leisure facilities as part of any proposals. There needs to be a flexible approach to land use.

At present, the river does not necessarily convey a positive image of the area. People coming in to area on the river don't have a good experience. There are some unpleasant, unattractive views along river which are not a good advert for area. If the river and its surroundings could be significantly improved then, for example, river taxis/buses could be used to access different parts of the city. River buses may also help to ease congestion on the roads but also encourage people to use alternative means of travel to the car. The river buses could also be used to help boost visitors to certain attractions such as Segedunum and Royal Quays.

Employment opportunities

It is important to attract industries which will offer apprenticeships and employment for youngsters (i.e. jobs at the end of training). The Council should actively seek out apprentice/employment opportunities with local businesses e.g. SMD. There should be a 'Support cluster' for small businesses to support large businesses. Encourage innovative new business ideas, such as a 'centre of excellence' for local skilled labor which could be linked to a university and R & D to generate new ideas. Start up business units should be provided to help the smaller businesses.

There should be grants for those willing to spend time on developing new business ideas, such as sustainable marine technologies. There are needs to be new facilities for modern businesses.

Wallsend Community

Economy and employment

A 'Training Centre' should be developed which offers good quality apprenticeships, has an excellent reputation, working towards becoming a 'Centre of excellence'. A highly skilled workforce needed, so employers should work with colleges to ensure trainees attain good design skills and are 'high tech' in both craft and engineering skills. Companies should then be encouraged to take on the skilled workforce, building up partnerships with local businesses and colleges. Local recruitment needed by firms working in area. The area needs sustainable employment and not short lived, short term industries and businesses.

Access to high quality business space for newer industries is vital, as well as accommodation for a Centre of Excellence. High quality open space will become important to attract investors, employers and provide employees with pleasant working environments. The North Bank is a major area for future marine investment. It's important to encourage new companies to also invest in the area but it is recognized that in the first instance some investment will have to be made to improve Wallsend

and the image of the town centre. This in itself should then help to attract new businesses. Linking the Swan Hunter site to regeneration of the town centre is critical.

Segedunum could be improved as a visitor attraction. There is huge tourism potential but it requires more and improved facilities, such as an upgrade of the Metro system.

Movement and Transport

The Metro was considered to be well used but could be improved. Any of the areas that fall south of the Metro line have a bad perception/image as places to live. If redevelopment occurs, should consideration be given to a branch line “loop” of the Metro. Stations should also provide bike lockers.

If the town centre is improved then may need to look at road widening or Hadrian Road as an alternative route. Hadrian Road was built as a by-pass to the High Street but the tunnel work has stopped the route being used. Cycling routes are isolated so traffic should be restricted along high street to encourage cyclists to use them

There is a lack of parking in the in town centre and so makes going to the town centre difficult for some people. There needs to be parking restrictions in places that are rigorously enforced. There is no free parking in the centre.

Opening up more bus lanes to encourage car users to use local distributor roads was suggested. This study needs to take into account the transport findings in Mackellar Architects “Town centre vision” work. In the meantime, it would be wise to make the most of existing assets such as the cycle routes, the Metro and bus services. If there were more green spaces then these could be linked via paths and cycle routes.

Could Wallsend become a destination for shopping? This may be difficult however as currently the Town centre is restricted by the volume of people living in close proximity.

Tourism and leisure

‘Multiversity’ provides a good opportunity, not just in an academic sense but if it were to provide more practical teaching, more vocational learning, this would also maintain the heritage of the area. Bringing back apprenticeships, training e.g. teaching how to build boats was suggested. Bring back people who used to be in shipping trade to teach young people about marine culture. It would be a good way to teach people new skills (young and old).

There has been a noticeable decline in youth activities and those that do exist are not affordable for all. Many clubs have closed so there is a need for new facilities for teenagers. It is important to involve young people properly in consultation.

The waterfront provides a number of opportunities for leisure activities, such as, sailing, yachting, nature reserve, watersports, canoeing in the dry docks area. Cafes,



restaurants and events on the waterfront would be great attractors to the area for young people. It could provide a site/location for a 'myplace' (and positive futures) type of youth facility. Improved transport infrastructure would be important for youths to get to youth facilities. A skateboard park was suggested as another facility for young people. Making the area cycle-friendly, possibly with pedestrianised zones, may make it more attractive to other groups too, e.g. families and the elderly. It is very important to bring back a sense of community, bring people together, doing activities together.

Open Space and Youth

In the past nobody has really consulted young people, but this project presents an opportunity to engage with them. Tolerance of young people has changed. If they hang around they get moved on. There is a lack of community spirit now and young people should be taught what it means and how important it is.

Youth training programmes are important as long as they offer meaningful training. Giving children and others ownership and leadership over their activities and facilities results in a greater sense of community ownership and a sense of pride and responsibility. Offering programmes such as family training helps ensure good citizenship amongst young people.

The site boundary should include Wallsend boys club and its new facilities. There has been 25 years of decline in youth facilities. The riverside provides an opportunity for leisure and water-sports. It is a place for events and to spend time. Provision should be made for a MUGA (Multi Use Games Area) which should be available for free.

There should also be activities for older people, helping to keep them active. There are activity centres like Wickham Thorns Dunston as examples of what could be provided.

It is important however to not just focus on one thing, schools, open space, leisure, shopping are all as vital.

It is critical that not only is the existing heritage protected but also need to improve activities in hall grounds. Enhancing the heritage offer and creating hotels could help to increase tourism. At present there are no signposts directing people to any of the tourist attractions or to the river. This needs to be addressed. There are also no public toilets in the park. The Council should take responsibility for providing such facilities and for the sign posting.

Creating, safe, light, open spaces and tree-lined walking routes along the river frontage and connecting communities to the riverside will provide a real asset for young people and the rest of the community. Multiversity could be located along the river.

Heritage

Several ideas and opportunities were listed which would help to improve the area, such as:

- Segedunum Beer
- Training
- Waggonways
- 'The Big Dig'
- Buddle Arts Centre
- Restaurants
- Segendunum site
- Ferry landing
- Cycle route
- Walks
- Wallsend festival
- Student population (an opportunity and a threat)
- Blue plaques, e.g. at Sting's home
- Gateway to the area
- Pedestrian Tyne Tunnel
- Link up Heritage sites
- Physical not just emotional museum
- Shipbuilding/mining
- Conservation area
- End of Hadrian's wall walk
- Possibility to trade on building our 'eco' credentials – renewable energy but also in terms of new eco-sensitive development

It is important that Wallsend's identity is preserved, "we want to be Wallsend". There should be a guide to Wallsend and tourist information and notice boards that are kept up to date. A tourism linked website would also help.

Key threats to the process were that major decisions were being taken by representatives of the Council who were at a managerial level, which was entirely populated by people who have never lived in Wallsend and would not choose to do so.

The state of the Metro station was another possible barrier to progress. Also charging for parking in Wallsend is counter-productive and puts people off coming into the centre.

The perception was that money was spent elsewhere, such as Tynemouth and Whitley Bay, but not invested in Wallsend.

The Council need to look at the bigger picture and maintain heritage sites but also ensure that the basic things like litter picking are also happening. Wallsend is not promoted outside of the Wallsend town area so it is an unknown entity to many people.



A student population could be as much a threat as it is an opportunity creating the wrong kind of environment for the town, possibly too many bars, takeaways, housing for rent.

The library should be more prominently located, nearer to the town centre

There is not enough signage to direct people to key sites and venues.

A perceived lack of co-ordination of activities prevents real change from taking place.

The Town Hall should be used by the Council, it's what it was built for. Town Hall now a "ghost building" it no longer serves its function but should make use of it! It is a beautiful building and if the Council will not be using it then alternative uses and occupiers should be sought. One such occupier could be a Wetherspoon's type of family friendly pub. There could be a pavement café with outdoor seating there (but no smoking).

Wallsend Civic Hall should be recognized for its historic value and as a place for celebrations and events, possibly a café within it.

A maritime museum on the river bank which incorporates the mining history/heritage of the area could be an attractor.

The Council should produce a "guide to Wallsend" promoting links (e.g.) with Rising Sun centre, the farm, local parks.

What about a ferry or a bridge, this would perhaps encourage visitors.

More general planting (e.g. trees) and landscaping to maintain/encourage/create wildlife habitats and creation e.g. at riverside and ponds, which would pose conservation and ecology issues.

Use a former church building to create (e.g.) small craft/specialist outlets (along the lines of "Land of Green Ginger" at Tynemouth)

Wallsend Town Centre

Redevelopment of the forum/Co-op to create a new high quality shopping environment would be a great improvement. This should include a new and better quality range of shops and services, which will only happen if there are clean, accessible and attractive shop units available. Potential new businesses should be offered incentives and support should be provided to existing ones.

Pedestrianisation and safe pavements would be an improvement to the town centre, as would better parking provision. The town centre would also benefit from having family oriented pubs, restaurants and cafes. There would also be a marked improvement if the right public art were introduced and other environmental improvements made.

The perceived threats to any improvement of the town centre were high business rates, coupled with existing businesses worried about spending money on their shops and concerned about the

short-term impact of the closure of the Co-op for a re-fit. There is a lack of skills in the area to develop local businesses, there is no business training.

The centre does have empty units and poorly maintained shops which present an image of a poor and failing centre. Because it looks unattractive and is not looked after, the centre does not feel like a safe environment, particularly at night time. There are also problem users (drunks) at the Metro and Bus station in the evenings which add to the sense of fear and lack of security.

The impact of the traffic through the centre and a lack of parking, threatens the economic viability of the centre. The lack of public transport, particularly bus routes, through the centre mean that it isn't easy to access for those without cars.

Other problems in the town centre include the water rats at the Burn and polluted water.

Other places to learn from included,

- Newcastle cattle market
- Northumberland St. (Newcastle)
- Quay side – St Peter's Basin
- Ouseburn
- Killingworth (Morrison's supermarket)
- Amble
- Throckley
- York – small shops, high quality, independent

Housing and community

There were a number of terraced streets identified that were in need of revamping but as they were owned by private landlords it was difficult to find any means of ensuring they managed their properties responsibly. The streets around Hawthorn Grove were in need of improvement. It was suggested that there may be PFI funding available to assist with such improvements.

It was suggested that housing associations involving and run by local people should be established, in part to help prevent properties getting into the ownership of too many private landlords who do not necessarily invest or play any part in the area. The community would like to see more houses rather than flats.

Possible clearance of parts of high street to make way for new housing, but there were existing conservation areas, linked to the Green and around the cemetery which needed to be taken into account. In addition, further housing could be provided above shops.

Leisure facilities were needed within the town centre, such as a bowling alley. Creating open spaces, cafes, meeting spaces would also help to generate a sense of community which was missing at present.

There was not enough parking in the town centre which affected businesses and shoppers alike. There was a need to manage traffic in the high street, due to the volume and speeds. Traffic calming

was a possible solution, for example speeds restricted to 10mph along the High Street. There was little support for pedestrianisation of the High Street as businesses wanted to encourage more passing trade.

There were a number of threats and blockages to providing new housing. Firstly, it was difficult to understand what brings/attracts people to Wallsend at present. There is an image problem and if this is not improved then the houses will not sell. There is also a lack of leisure facilities, community meeting places and other such venues.

Very little positive noise is made of the Wallsend Boys club which is a credit to the town.

There are not enough good quality restaurants or much of a night time economy to attract people. There are however too many takeaways.

Possible places to learn from are Glasgow and Liverpool who have recently based their regeneration on the River and created mixed use developments.

East Howdon

There is a necessity to improve the roads and access to the area, better infrastructure is essential.

The Port facilities require enhancement (e.g. containers)

Waterfront land is the biggest asset, for which there should be a balance of residential, retail, business and industrial development. Swan Hunters site is a key site.

Develop a Maritime ideas village - cluster industries together, share knowledge, education facilities, using the area and rivers historic strengths. Use river recreationally

Manufacturing has an important role to play. There should be proper training and development for those interested with placements in local businesses for the trainees.

There was a request that there should be no more 'little boxes' as housing. People are looking for larger, mainly family oriented housing.

Greening the area was important as was upgrading existing parks and open spaces.

Open up existing/old walkways, bringing Percy Main and East Howdon closer together.

There should be more buses to take people to Cobalt/Silverlink but the rumour was that bus services were to be cut further still. This does present problems for those wishing to access services. People share taxis



because it's cheaper than buses. There needs to be more frequent and cheaper bus services.

There is a private landlord scheme which has been established in the area to encourage private landlords to take some responsibility and ownership of the problems created by poorly maintained properties but also problem tenants, in order to get rid of elements of anti-social behavior.

This would help to improve quality of life for residents. It was noted that a stream runs below housing on Barrasford Avenue which creates a number of environmental problems.

15. Scenario Planning

The Stakeholder and Agency workshop exercise was a slightly different exercise to the communities. They explored potential futures for the River Tyne North Bank area. This is an exercise used to help explore alternative futures, starting from a neutral premise. Each scenario has different drivers or perspectives and starts in the future, in this case, 2024. The groups will explore the different future scenarios, then relate back any positive outcomes and necessary actions to the present. The aim is to look for positive elements that could be incorporated into the plan.

Participants were given the following task:

Remember it is 2024:

- You are in the future
 - Regeneration and change has taken place
 - Driven by – YOUR THEME:
-
- Describe what it looks and feels like
 - Who is there? People? Businesses?
 - Other support uses and activities?
 - What are the positives?
 - Any drawbacks?
 - Give it a NAME – explain how you got there

The following themes were explored by the groups:

1. Large space users

- Offices, warehouses, distribution, industrial, out-of-town retail, prestige employment/education campus

2. SMEs and commercial

- Mixed use development with a focus on smaller employers and start-up businesses

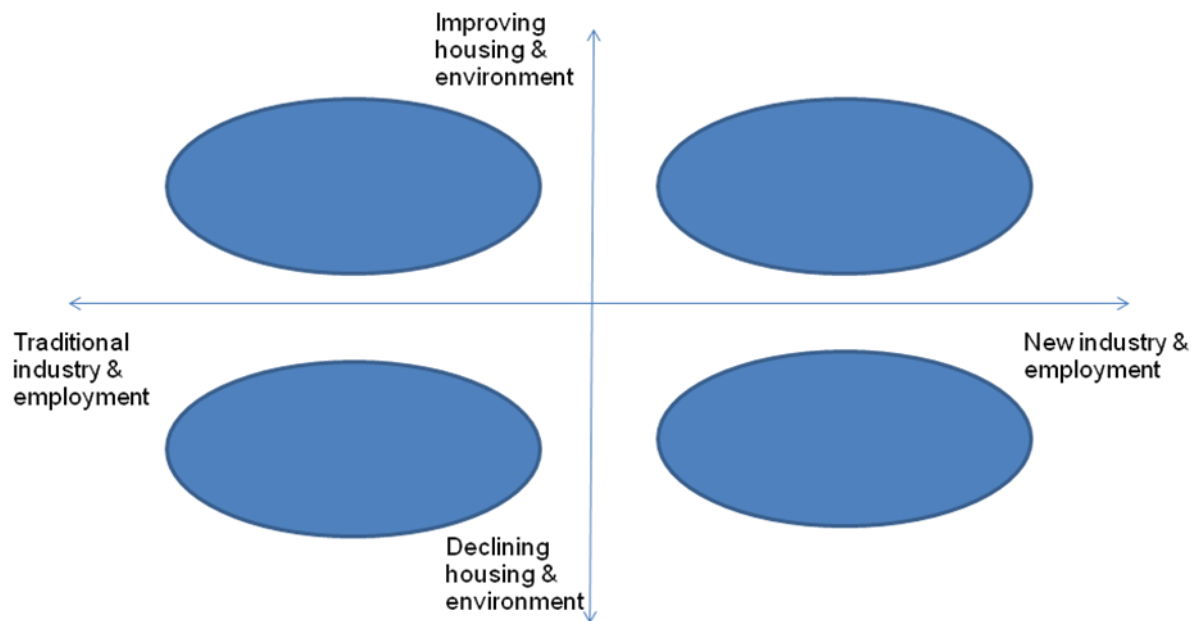
3. Housing and community

- Private and social housing, student flats, community facilities, greenspace

4. Culture and leisure

- Leisure, recreation, arts/culture, education

Vision Direction



There are 4 key directions, creating four alternative futures:

1. Improving housing and environment with a traditional industry and employment
2. Traditional industry and employment with declining housing and environment
3. Declining housing and environment with new industry and employment
4. New industry and employment with improving housing and environment

16. Scenario Planning – Feedback

Each group then gave a brief presentation of their scenario, giving its name (although not all groups named their scenario), describing the scenario. The wider group then discussed the plausibility of the scenario.

1. *Large space users - Major Sites*

- Essential riverside use
- Develop and grow world class hub
- Major sites organized and cleaned up
- Higher value uses linked in (R&P)
- Major sites linked to higher education/skills
- Not just industry also institutions and agencies
- Right conditions-schools, housing communities
- Points of access: public and commercial uses
- Work with major land owners
- Recognise maritime history

2. *SME's – Renewable Culture*

- R&D for renewable technology
- Centre for excellence for renewable energy
- Buildings built/renovated utilizing renewable energy
- Transport interchange – river / bus / metro up & down, side to side
- Connectivity between areas
- Need low cost workspace (live & work space) for arts & creative industries
- Apprentice centre / training facility with established links with local industries
- Support industries related to electric car production & use
- High quality design & build
- Nice B&B and quest houses
- National hotel chain
- Restaurants, cafes & family entertainment
- Outdoor clothing / cycle hire shops
- Maritime & mining museum
- National retailers & healthy independent businesses

3. *Homes & Community – Maritown*

- Could look like Newcastle Business Park
- Depends on how much of existing stock will be here – assumption is that most of it will still be there
- Physical view could be very different
- More sustainable housing – solar panels etc which will change “landscape” of area
- More traditional looking housing too – terraces and semi detached
- No housing south of the metro line
- Housing continues in sites/areas where communities existed already – e.g. Willington Quay

- School provision is fine
- Metro system is much improved and used well
- New shops opened
- Urban form remains same
- Reduction of traffic within residential areas
- Better public transport – more closely linked to residential areas
- People would be working locally in a ‘Cobalt’ type business park – ‘multiversity’ ish
- Leisure – still go to Newcastle for leisure
- Segedunum – urban park – pub along river, offices
- Small marina at Willington Gut

Positives –

- Support local services and more settled population
- Keep people in the area
- Choice of housing type

Drawbacks -

- Housing currently in private ownership
- Highways impact
- Had to do away with some of the heritage/culture

4. Leisure, Culture

- World class heritage site – rebuild parts of wall – interact with wall-climbing
- Hotels created
- Family friendly
- Unique e.g Roman Galleon
- Relate to marine history & technology
- Wallsend metro changed to world class gateway
- Wallsend centre consolidated & changed to cultural centre
- Improved night time economy in Wallsend –
 - restaurants etc
 - improved quality of Wallsend retail
 - small festival space
 - Tall ships
- River frontage activity created
- Marine experience improved the deeper

Positives

- Wallsend attraction
- Place to go rather than place to leave
- “Start of the wall not the end”
- Link river to Wallsend. Swan Hunter site is key for that
- Stephenson museum-line connected to royal quays
- Good quality free parking

5. Large space users – North Bank

- What it looks like?
- Who there? - People/Business
- Other support uses/Activities

Positives

- Marina links –cleaned up Gut
- Leisure – boat trips
- NAME? – Joined up areas – landscaping pathways
- Industry
- Education

Drawbacks?

- industry – IL/GAS

6. SMEs, Commercial - Hadrian's Quay*Positives*

- resolving transport issues
- raise profile of town centre
- improve world heritage site
- create jobs
- open up river edge
- mixed use = longevity

Negatives

- traffic at major junctures
- lose river for large industries
- difficult political decisions

What it feels like –

- safe
- community
- connected
- pride
- exciting

7. Homes and Community – 2024 – Live Wallsend

What it looks like –

- Town centre – vibrant shopping centre
- National chain stores
- Riverside Hotel
- Current linear area split into - West – commercial and East - residential/family orientated

- tenure diversification
- affordable housing
- good quality sustainable homes (Eco homes)
- Green links – wildlife corridor from Richardson Dees Park – through to Willington Gut
- Re-aligned sea to sea route
- College style campus for accommodation for students. Also some integrated units within the town centre
- Mixed used development around Willington Gut – (Ouseburn similarities)
- Emphasis on leisure/residential - some residential – keeping the area vibrant
- Around Swans – university type building with student accommodation overlooking river – with access through to river from town centre
- New interchange – staffed with park and ride facilities
- Some residential areas have been cleared to allow for this larger scale Metro/bus station.
- Line splits retail residential – North and South – heavier industry, educational/office

Negatives

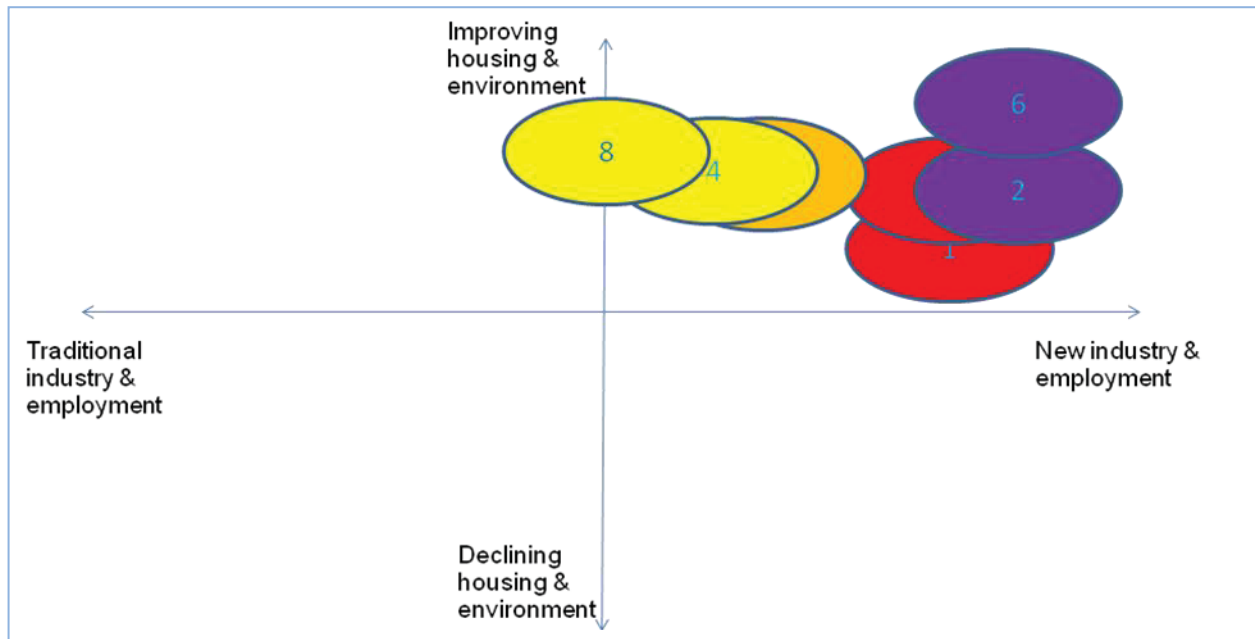
- Relocation issues/retailers and residents
- Funding?? Loss of key strategic sites for Marine offshore industry

8. Leisure, Culture - Wall's beginning

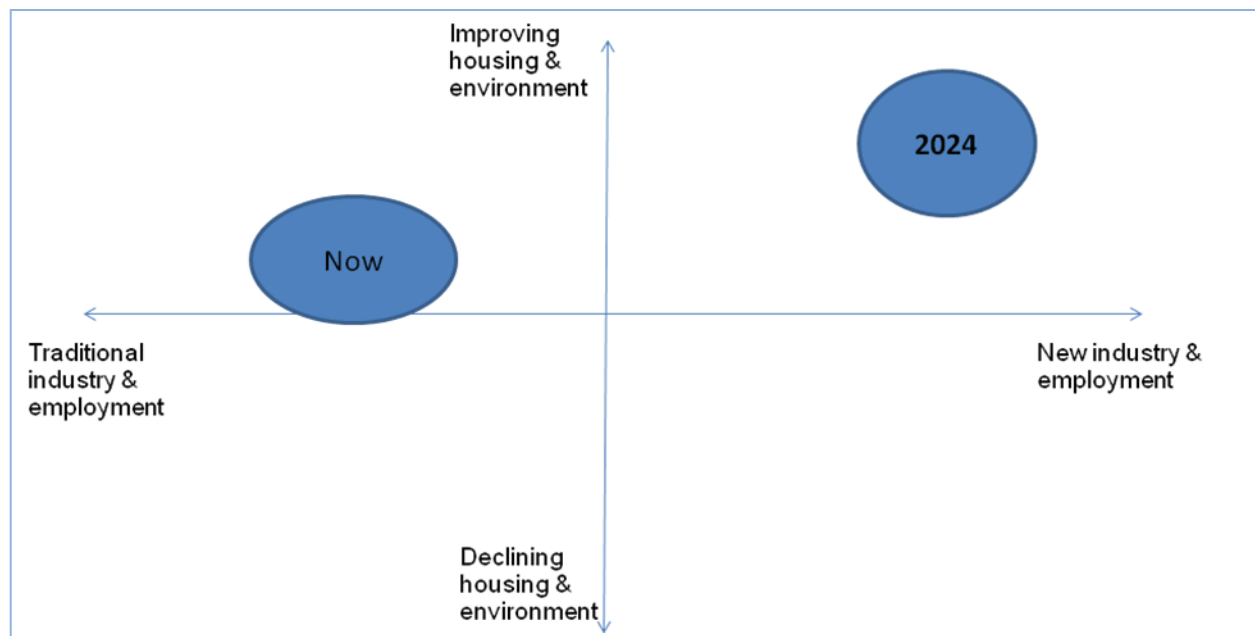
- Segendunum more interactive visitor attraction
- Roman theme park
- Creation of marinas
- Balance between uses
- Sewage treatment odour dealt with
- Cruise destination rather than departure point
- Linkages with other cultural offers in region
- Leisure cluster around ferry terminal
- Family visitors to visitor attractions
- Skills college linked to industry

At the end of each group's feedback the groups discussed the plausibility of their alternative future actually occurring. All the groups thought their scenarios were plausible, but some were more desirable than others.

Each scenario was then plotted onto the axis, with each falling within the top right quadrant, which was looking at an 'Improving housing environment and new industry and employment



Participants were asked to say where the area (North bank of the Tyne and Wallsend Town Centre) were today and where they would aspire to be in 2024.



17. Summing up

In summary, Kevin said that no single driver of regeneration can deliver everything.

- There are lead uses that will have to be developed and which will have to be compatible with the river
- Need to address traffic and the carrying capacity
- Traffic needs to connect to the Tyne Tunnel to avoid rat-running
- There needs to direct routes, esp. for the freight lorries
- What is the role of heritage, the town, the destination?
- Role of East Howdon
- Quality of design and spatial attraction

Further ideas to develop were

- Water
- Brand/Vision
- High end Maritime related activities

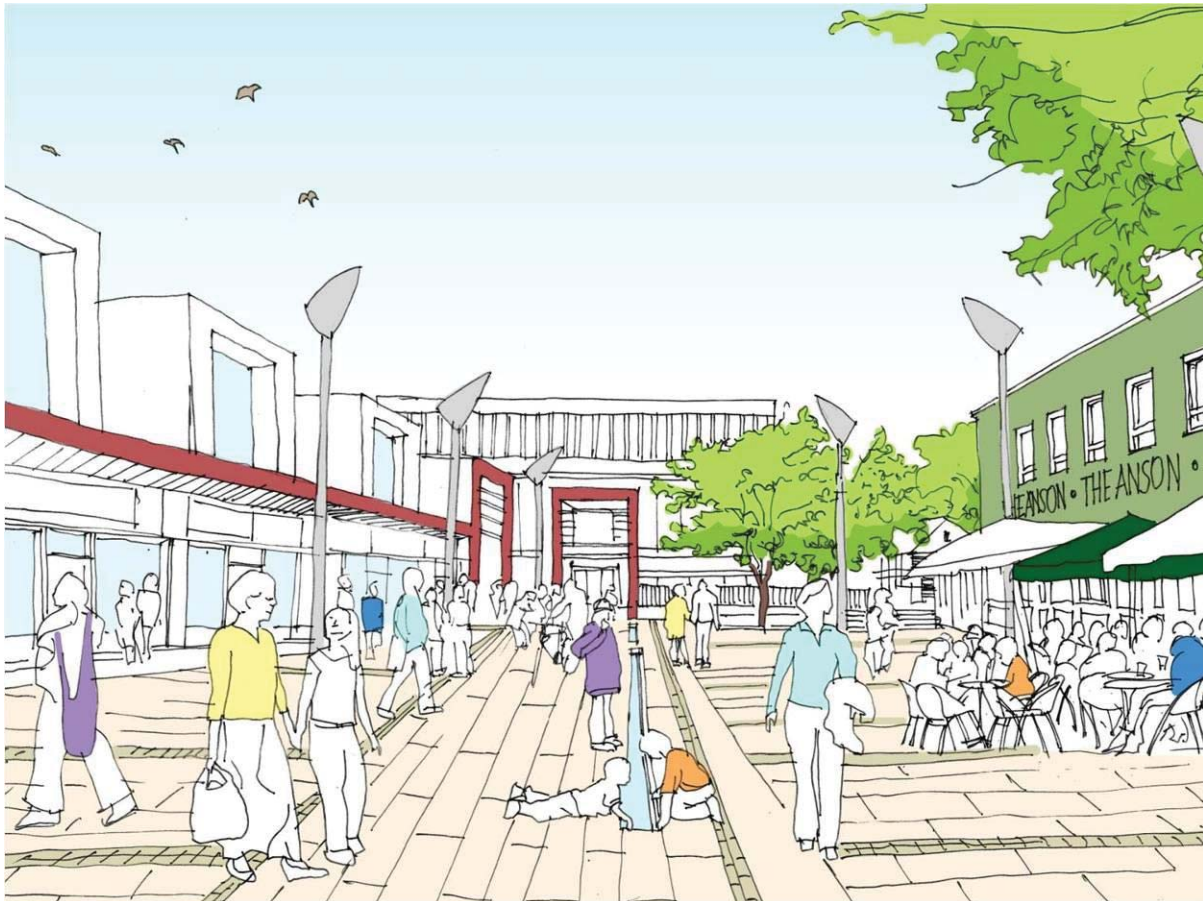
18. Next steps

Before drawing the sessions to a close, Kevin outlined the next steps:

- Develop ideas into proposals and options
- Client team review
- Present in March to Communities and Stakeholders
- Devise a preferred framework
- Finish late Summer

STAGE 2

MASTERPLAN CHOICES





1. INTRODUCTION

Between 17th and 19th March, a number of workshops were held as part of the Masterplan Choices stage. The earlier events and meetings held back in January and February raised issues, concerns and opportunities which in turn have informed the brief for the design team. These events included the following:

- South West Area Futures Event
- Meeting with the Town Centres Manager
- Meeting with representatives from Willington Quay
- Wallsend Forum
- Meeting with representatives from East Howdon
- Meeting with Residents of the Green
- Willington Quay Community workshop session
- Stakeholder & Agency workshop session
- Wallsend Community workshop session
- East Howdon Community workshop session

Session <i>(Nos attending)</i>			Date
A	Stakeholder and Agency Session	(18)	17 th March
B	Wallsend Community Session	(47)	17 th March
C	East Howdon Community Session	(14)	18 th March
D	Willington Quay Community Session	(20)	18 th March
E	Burnside Community College Session	(11)	19 th March
F	Wallsend Boys and Girls Club Session	(9)	19 th March

2. SUMMARY HEADLINE FEEDBACK FROM ALL SESSIONS

All 13 key opportunities, with differing levels of intervention were presented for Wallsend Town Centre, Willington Quay and East Howdon. The following is a summary of the key priorities, issues and concerns which people have.

A. Wallsend Town Centre Opportunities

1. *Sustainable Town Centre*

The aspiration for many was an attractive, upgraded Forum Shopping Centre, with an improved retail offer, whilst retaining existing local shops that are still trading well. To support this, good quality public realm and open spaces were deemed essential to attract a variety of shoppers including families and older people as well as providing space for specialist markets. A diverse range of services and facilities such as restaurants, bars, cafes and leisure facilities should also be accommodated in the town centre to ensure its vibrancy beyond normal shopping hours. Key to a sustainable town centre is transport and access. Shoppers and visitors will need several means of accessing facilities, including an upgraded Metro with better bus links and adequate and affordable car parks.

2. *Capturing Passing Trade*

Improvements to leisure and the quality of shops to attract visitors would help to capture passing trade. Physical and environmental improvements to pavements, shop frontages and parking would further encourage passers-by to stop. This would not necessarily capture a wider market but it would provide some change.

3. *New Town Centre Residential Offer*

New mixed tenure housing was desired as long as it reflected the identity of Wallsend. There were pockets of areas within the town centre that needed renewal. Promoting 'over-the-shop' living would also help to kick start the process and support a sustainable town centre adding vibrancy at all times of the day. This would appeal to a student/first time buyers market. There was also a requirement for high value, larger family housing that would attract business leaders and encourage inward investment.

4. *Reuse of Town Hall*

There was much support for retaining the Town Hall and refurbishing it (whilst preserving its historic exterior). A number of alternative uses were suggested including residential use, museum and as a hotel.

5. *Accessible Town Centre and Public Transport Network*

A new transport hub which combined bus, Metro and parking facilities was the preferred option. Improving safety and security through new lighting and better pedestrian access was seen as a necessary early intervention.

6. *Upgrading of Hadrian Road*

Hadrian Road is a busy, industrial road which will continue to function as such in the future. Therefore it will need to maintain its role as a heavy goods road but in a more attractive, safer environment for pedestrians, cyclists and other road users.

7. *Reconnecting the Town Centre to the Waterfront*

Providing physical and visual linkages from the town centre to the waterfront was seen as an absolute high priority including the redevelopment of Swan Hunter's site. The main impediment to achieving this might be the issue of third party land ownership.

8. *Swan Hunter: Strategic Regeneration Opportunity*

This is a key strategic site which could be the catalyst for regeneration of the North Bank and its surrounding areas. The site lends itself to marine engineering and renewables related activities and this was supported by stakeholders and the community. There was strong endorsement for education, training, skills development and apprenticeships related to marine engineering, sub-sea technology and renewables. There is an opportunity here to attract head office functions such as the new Maritime Planning Agency.

Heritage should not be a constraint to development but instead should be viewed as a means to enhance the site. There is an opportunity at this site for creating a safe and secure destination for visitors. Access for the public and local community, to the waterfront, via this site was seen as imperative.

9. *Segedunum: Enhance Heritage and Cultural Offer*

There was a lot of enthusiasm for expanding the heritage and cultural offer. This included enhancing facilities at Segedunum. The maritime heritage should be exploited with a ship building museum and live interactive attraction, such as a Swan Hunter built vessel. There is a lot of potential here to provide a range of creative industries which demonstrate the links between the heritage, the waterfront and business. With expansion of the cultural and tourism offer there will be a requirement for a tourist information centre, hotels and related facilities close by. The waterfront provides an ideal location for a quality hotel.

10. *Attractive Green Linkages*

There was a lot of support for creating more attractive green links and spaces but there was also a passionate request for making better use of existing green spaces and funding provided for effective maintenance. Communities should have easy access to open and green spaces which is aided by improved signage.

B. Willington Quay Opportunities

1. To sustain communities and respond to new employment markets

The key concern for Willington Quay was the environment and the quality of life for residents living so close to the 'dirty industries'. There was a view that until these were dealt with through rigorous enforcement and/or relocation there was little point in trying to make other changes. Transport links are very poor which need to be addressed if Willington Quay is to be successfully regenerated and for residents to be able to access employment and services. The health and well being of the residents was considered the most important issue to help resolve.

C. East Howdon Opportunities

1. To manage and sustain

There was a compelling suggestion by stakeholders and the community to relocate East Howdon, but the advice was to conduct in depth consultation with the residents of East Howdon to understand whether relocation or redevelopment is preferred. The health and wellbeing of residents is of paramount importance and the only way to improve this was to manage the dirty industries, by perhaps clustering them in one area, away from residential areas, with buffers to separate the two if necessary. It was suggested that the 'Esso (redundant) land' could be used to support and connect East Howdon.

2. To grow and develop a gateway

There was general approval to develop East Howdon as a gateway which would help to generate employment and economic prosperity in the area. However, much will need to be done to improve East Howdon before it becomes a viable gateway/destination for visitors. The over-powering smell from the sewerage works may prove to be a difficult problem to resolve which must be addressed otherwise it renders such options untenable. The 'Esso land' could be used to help reconnect East Howdon to the waterfront.

3. STAKEHOLDER AND AGENCY WORKSHOP – 17th MARCH

This stage of consultation began with the Stakeholder and Agencies Workshop held on Tuesday 17th March at the Memorial Hall in Wallsend.

4. AIMS OF THE WORKSHOP

The main aims of the workshop were to learn more about the Tyne North Bank Strategy and to review the emerging options and ideas, reflect on the ways forward and offer ideas and advice on the best way forward in order to inform the statutory planning process.

5. SUMMARY OF FEEDBACK FROM STAGE 1 CONSULTATION

Some of the key issues, concerns and opportunities that arose from the early stages of consultation, were presented in summary.

Willington Quay

- Willington Quay welcomes change
- It's used as a dumping ground for undesirables, both industry and people
- Lack of community facilities - such as health
- Capacity of Tyne Tunnel to take additional traffic?
- Provision of regional facilities e.g. Tunnel - at expense of quality of life of local people
- Fear of rat-running



Stakeholder and Agency

- Opportunity for riverside access
- Celebrate cultural heritage & tourism
- Site/area is large, fragmented, neglected
- Environmental quality issues - contamination
- Ownership disparate - land assembly challenging
- Improved transport links – connectivity

East Howdon

- Develop a maritime 'ideas' village – skills cluster
- Improve public transport – bus routes & frequency
- Housing - private/absentee landlords
- Address smell from sewage works
- Improve quality of life of residents



Wallsend Community

- Access to employment and training – apprenticeships, ‘Centre of Excellence’
- Access to quality business space – new business
- Improve Metro and Bus stations
- Improve parking in centre
- Cycle and pedestrian routes – safer, brighter
- Youth facilities/activities
- Access to waterfront – cafes, restaurants, water related leisure activities, walks
- Heritage – preserve Wallsend’s identity
- Signage, publicity, image - very important
- Re-use of Town Hall
- Maritime Museum on riverfront
- Expand Segedunum – hotel, etc
- Redevelop Wallsend Town Centre – high quality shopping environment
- Pedestrianised and family friendly facilities
- Maintain passing traffic to reasonable levels
- Improvements to housing necessary

**6. VISION AND OBJECTIVES**

As a result of the feedback received from the first round of consultation events, the team presented key principles and objectives which helped to inform the emerging options and choices.

Overall

- Regenerate the River Tyne including the North Bank as a key strategic opportunity site for offshore marine industry;
- Complement the economic regeneration objectives for the Wear, Tees, Blyth and Seaham;
- Bring under-utilised land into productive use and address land remediation, access and infrastructure issues;
- Provide access to the waterfront key locations & town centre;
- Create a landmark redevelopment of the Swan Hunter Site as part of the strategy for regenerating Wallsend and the waterfront area

Wallsend

- Raising profile of Wallsend and enhancing its reputation;
- Creating a lively and modern town centre with modern shops and facilities;
- Improve the retail offer;
- Provide new and improved housing;
- Provide access to the waterfront;
- Enhancement to the metro;
- Improving accessibility and movement

Willington Quay

- Enhancing frontage to Willington Gut and Hadrian Road as a focus for new development in the area;
- Public access to the waterfront;
- Improve environment with appropriate buffer/screening between uses;
- Improve pedestrian/cycle links and upgrade Hadrian Road Bridge;
- Improve community facilities – particularly health

East Howdon

- Improve the environment along the waterfront and clearly identify distinct areas where business and residential activities are to be focused;
- Ensure industry is screened from 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

7. ECONOMIC CHALLENGES AND OPPORTUNITIES

There are a number of economic issues and challenges that face the Tyne North Bank including a high degree of worklessness (unemployment and inactivity); the existence of low incomes and low productivity occupations; high long-term unemployment and Incapacity Benefit claimants; educational and skills deprivation is acute despite district-wide success.

However, there are a number of opportunities presented:

- Considerable opportunities in high value and growth sectors
- Considerable assets to create attractive and competitive waterfront locations
- Create something distinctive for the region

Therefore the objectives of the economic strategy that underpins the spatial strategy are:

1. To create a 'sustainable and resilient' economy for the North Bank
2. The River Tyne North Bank must become a regional employment and productivity driver
3. Regeneration on the North Bank must benefit local communities by increasing levels of economic activity and skills
4. Maximise the regeneration opportunity represented by the scale of development potential

What this means on the ground is:

1. Playing to the areas strengths and increasing productivity
 - Marine sector – strengthen the sub-sea technology cluster
 - Environmental technologies – marine renewables
 - Reinforce the cluster with R&D/education/skills/marine design
2. Diversifying the economy to create jobs and local benefits
 - Service sector: Public sector/Education/Health/Social work
 - Service sector: Leisure/Tourism/Culture/Retail
 - Recycling & waste management
 - Distribution
3. Consolidating & intensifying uses to maximise efficiency benefits
 - Managing uses sensitively
 - Make best use of assets
 - Long term principles: higher skills/higher value/resilience

Therefore, it's important to learn from other successful city waterfronts and to make the most of the opportunity presented to create a competitive waterfront location, as part of the wider mix of regeneration. Linking employment back with the town centre and the residential communities is important as is creating opportunities to raise standards in training, skills and workforce development.

8. TRANSPORT, ENGINEERING AND INFRASTRUCTURE

There is a long historical heritage in the area but this means that there are issues related to contamination, land remediation and mineshafts, for example that will have to be resolved. There is public transport, such as the Metro in the area but it could be much improved. There are integrated systems but the links to employment areas could be better, for example the River is underutilised as a mode of transport and movement. Hadrian Road must be maintained as it is because it carries heavy vehicles but it's important to make it work for the local community too. It's important to ensure any changes or improvements to the road and transport network do not lead to rat-running through residential areas. More specific infrastructure issues include Willington Gut Bridge which needs to be raised.




Whilst the community are seeking access to the waterfront it is possible that some of the industries that locate there may prefer to have limited or restricted public access due to the nature of their business. A compromise will have to be sought as there are certain key points where access is possible. Learning from other successful city waterfronts could help resolve this, places such as Rotterdam, Leith and the Thames have all had to resolve similar issues.





9. DELIVERY CONSIDERATIONS


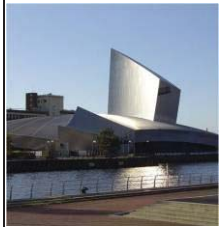
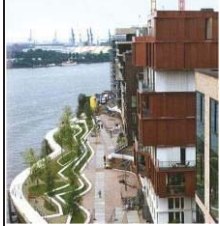
The Masterplan looks forward 15-20-25 years and so have to be mindful of costs and revenue as well as the prevailing market conditions when thinking about delivery implications. The private sector plays an important role in helping to realise the Masterplan vision. The funding and implementation plan is a critical part of the Masterplan if its objectives are to be delivered. Therefore it is important to understand the short, medium and long term priorities of the emerging options and choices




10. EMERGING OPTIONS AND CHOICES

Having set out the context for each area the following opportunities and levels of intervention were presented:

OPPORTUNITIES	LEVEL 1	LEVEL 2	LEVEL 3	
WALLSEND				
1. Sustainable Town Centre	Environment and pedestrian improvements to existing retail areas	Level 1 and improvement of vacant shop units in the retail core	Level 1 & 2, and actively consolidate the retail activity within a smaller area and create new leisure and residential opportunities on the periphery	
2. Capturing passing trade	Refurbishment of the Forum	Partial redevelopment and expansion of the Forum	Redevelopment to create new retail/leisure with integrated parking provision	
3. New Town Centre Residential Offer	Improvement to existing housing and small infill development on existing vacant sites in the town centre	Converting vacant premises with town centre into residential uses	Provide new mixed-tenure housing opportunities	

4. Reuse of the Town Hall	Let for business activity where possible	Reconfiguration and refurbishment for alternative sites		
5. Accessible Town Centre and Public Transport Network	Improvements to lighting/pedestrian access into the Metro Station	New bus stop/station and turning point and improved linkages to the Metro	Redevelopment of a new transport interchange, combining bus, station and public parking facilities	
6. Upgrading of Hadrian Road	Upgraded to serve the potential for a growing industrial future	Downgraded to create a safer and more attractive road for pedestrians and cyclists	Balanced approach to enable use of the road for business purpose in a more attractive and amenable environment for the local community	
7. Reconnecting the Town Centre to the Waterfront	Public realm and signage improvements to assist movement between the town centre and the Swan Hunters site	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 1 & 2 and to consider the complete redevelopment of the Swan Hunters site to provide visual and where possible, physical linkages with the waterfront.	

8. Swan Hunter: Strategic Regeneration Opportunity	<p>Marine related sub-sea technology and engineering users together with activities related to renewables</p>	<p>Level 1 plus higher value business/enterprise activities including research. Developments and head office functions related to marine engineering/renewables</p>	<p>Levels 1 & 2 with emphasis on providing education, training and skills (apprenticeships) to marine renewable sector/engineering</p>	
9. Segedunum: Enhance Heritage and Cultural Offer	<p>Improve facilities and heritage experience on existing site</p>	<p>To expand the facilities of the Segedunum as part of redevelopment of the Swan Hunter's site</p>	<p>Expanding heritage and cultural offer with new facilities and exhibitions. (Industrial history, maritime museum, use at dry dock and Hadrian Wall)</p>	
10. Attractive green linkages	<p>To upgrade signage to improve accessibility and awareness of existing key green spaces</p>	<p>To introduce public realm and environmental improvements to open up access and awareness of existing green spaces.</p>	<p>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</p>	

WILLINGTON QUAY				
<p>To sustain communities and respond to new employment markets</p>			<p>To create a balanced approach regeneration scheme with distinct employment and residential activity areas. Opportunity to relocate conflicting uses from within residential communities and create suitable buffer areas</p>	
EAST HOWDON				
<p>To manage and sustain – to continue existing management and policy initiatives to sustain the existing residential community at East Howdon and mitigate against expanding ‘intrusive’ industry</p>				
<p>To grow and develop a Gateway – expand the role of Royal Quay/Port – Gateway to North Tyne – to help sustain East Howdon through new complimentary activities and develop a Gateway</p>				

11. WORKSHOP EXERCISE

Working in groups attendees at all the sessions were asked to review the proposal sheets and

1. Identify priority for each element
 - Low, medium, high
2. Identify timescale
 - Early (0-2 years),
 - Mid (3-5 years),
 - Long (6+years)
3. Anything missing? Other advice, comments

In the Stakeholder and Agency workshop attendees were also asked to

1. Identify lead delivery agency (& support)
2. What are main elements required
 - Policy
 - Funding – Capital and/or revenue
 - Resources - e.g. staff
 - Action programme definition
3. Anything missing else?

12. STAKEHOLDER QUESTIONS, ANSWERS & COMMENTS

Following the presentation of emerging options and before discussing them in more detail in workshop groups, attendees had an opportunity to ask questions or make key observations.

Q. Have all the options, proposals, different levels of intervention been costed?

A. *No, not yet, that is the next critical step in the process*

Q. Are the options/levels mutually exclusive?

A. *Some are but others are not. Some could be on a time continuum so all levels can be achieved but require a step by step approach, over a given period of time. For other options it is about making choices and therefore putting systems in place to pursue/deliver those choices.*

C. There needs to be more detailed analysis/figures to give weight to and understanding of the issues and therefore the rationale behind why certain options/proposals have been developed. For example, the residential offer – need to take account of age, condition, durability of existing housing stock before it is demolished and new housing developed. There needs to be more detailed analysis of retail, skills gap/shortage. We need to think about why the situation is as it is now and then think about what needs to be done about it? Need to take account of all the socio-economic, demographic, employment factors.

C. The options for East Howdon seem very limited. Only two options presented. The one relating to the area as a Gateway is really about an area that is some distance from East Howdon. Many residents from East Howdon probably don't even identify with that area.

C. Community is likely to be very disappointed with options, nothing radical enough to give them hope.

A. *It's about maintaining and managing change. There is a more radical approach – which is to demolish the housing and to re-locate residents, but this is not yet shown as an option.*

C. Hadrian Road is talked about as a major highway route for heavy, industrial vehicles, and then there is talk of downgrading it to allow for more local improvements and uses. This is difficult to reconcile as there is no alternative route.



13. WALLSEND COMMUNITY WORKSHOP – 17th MARCH

The same presentation of background, design process and emerging options and choices was given at all of the community workshops as in the Stakeholder and Agency Session, giving particular emphasis to the options relating to each community area.

The attendees again worked in groups to look at and discuss the detail of the options and choices.

Q. Levels 1/2/3 –there are a huge number of options – how will all this be financed? What if the preferred options are always level 3 – will there be enough funding for this or do we have to select level 1 because that doesn't cost as much?

A. *The levels are not necessarily alternatives to each other. There is a time frame to them, e.g. short, medium and long term initiatives, so level 3 can be achieved progressively thus allowing funding and resources to be accrued accordingly.*

C. There was extreme disappointment and frustration from members of the community that plans show a major route cutting through the Village Green, which is a historic green, demonstrating a lack of knowledge of and respect for the Green which has great historic significance.

NB: Following this workshop, meetings, discussions and exchange of correspondence have taken place with key residents of the Green and the design team to clear up any misunderstandings and receive more detailed information about the Green.

Q. About 3 or more years ago there was a similar gathering like this to talk about the same issues. Nothing has happened since then. What's to say that we won't be back in 3 years time doing the same thing and talking about the same issues yet again?

A. *One of the main objectives (and difference therefore of this process) is to lock in funding and resources. This time there is a multi-agency board leading the process including One North East, the Homes and Communities Agency, which hasn't happened before. There is a higher level of political support locally and nationally. This has priority and prominence to help secure funding to make this happen. This won't happen in short term, it will take up to 15 years but some things can happen earlier.*

C. The reputation of Wallsend and its image is deteriorating. Many Borough wide services are concentrated in Wallsend, e.g. Drugs clinics, centres for asylum seekers. There is a negative perception of the services that are being provided because of the people who need to use these services. But this is reflecting poorly on Wallsend. If these services continue to be concentrated in Wallsend then how can it improve its image and how can it attract those people that can help to turn it around, e.g. heads of business.

C. There has been a lot of talk about transport but it has been mainly concentrated on the Metro and getting into Newcastle. There was no talk of using the river to get to Newcastle or the South side. There is currently



no way of crossing the river except for through the Tyne Tunnel or going into Newcastle.

- A. *This is a valid point. The team will look at ferry crossings and connections across the river.*

14. EAST HOWDON COMMUNITY WORKSHOP – 18th MARCH

- Q. Why does this not include North Shields?
- Q. Has there been any contact with the developers on the North Shields project?
- C. Extend the boundary to take account of the redundant land (locally known as the Esso Land)
- C. Technology and energy demands are changing so should be looking into how to import/export coal.



15. WILLINGTON QUAY COMMUNITY WORKSHOP – 18TH MARCH

- C. People do not go to the shops if there is no parking
- C. Residents who live 'up the bank' did not receive any notification of the consultation events.
- C. Very important to get rid of the smell because it affects the area beyond East Howdon. Royal Quays gets a lot of the smell from the Sewage Works.
- C. Need to have more rigorous enforcement policies for the large dirty industries who breach their health and safety conditions of operation, not abiding by planning regulations, the environment is not conducive to good health.
- Q. How can you enhance Willington Gut?
- Q. Why do the recycling companies have to be on the river if it's not necessary for their business?
- C. Many East Howdon residents would be happy to move out if there was better housing available.
- C. This process needs to make a significant difference to people's lives within these communities by making brave and radical choices/changes. This has to happen now.
- C. The area has lost generations of men due to poor health caused by the industries. This has to stop.



16. COMBINED FEEDBACK FROM ALL SESSIONS

The feedback below is a combined summary of all the comments and notes received at all the workshops including, the Stakeholder and Agency Session, Wallsend Community Session, East Howdon Community Session and Willington Quay Community Session. Feedback by session can be found in the appendices.

A. Wallsend Town Centre Opportunities

1. Sustainable Town Centre

An attractive, upgraded and expanded Forum Shopping Centre would help to enhance the retail offer and experience provided in Wallsend Town Centre. By improving, or even demolishing, the Forum Shopping Centre a new shopping centre could be created with interesting buildings helping to draw people to the waterfront. A sustainable town centre would make provision for specialist markets such as farmers markets.

There was a caution against creating a shopping centre which was unaffordable or inaccessible to local people, raising concern about replacing low cost, low value shops with high cost, high value shops which local people could not use. There was a desire to retain as many of the local, specialist shops as possible in favour of large national retailers.

Transport and movement within and around the shopping centre are critical to its sustainability, which means improving public transport and pedestrian access. The Metro requires upgrading with better bus links, but equally provision of adequate, affordable car parking in the centre is also important. Pedestrian friendly areas are necessary such as 'community'/public squares to attract families and older people, however these areas should not displace or divert traffic into the residential areas (especially to the North) which are conservation areas (e.g. The Village Green). Furthermore the High Street should not be wholly pedestrianised as traders also wish to capture passing trade.

The town centre and waterfront should be a mixed-use environment, providing leisure opportunities for families and young people in the town centre and leisure, visitor attractions, education, small businesses, walkways and boulevards along the waterfront. By creating a mixed-use environment a more diverse population would be present, including families and students.

This would require Level 3 change, having progressed through level 2, led by a North Tyneside Council public realm strategy linked to the masterplan and physical interventions.



2. *Capturing Passing Trade*

Improvements to leisure and the quality of shops to attract visitors would help to capture passing trade. Physical improvements to pavements, shop frontages and parking would further encourage passers-by to stop.

Level 3 intervention would be a high priority to update the retail centre. This would provide incremental change but not necessarily capture wider market.

This could only happen with a co-ordinated and integrated approach which took account of improvements to access (pedestrian/cycle routes, public transport and parking), heritage (tourist information, accommodation, and signage), retail offer (local shopping), the environment (management of public services such as homelessness, public realm, spaces and squares), leisure activities (family friendly, arts/culture, theatre, swimming pool, café, bars, restaurants) and employment. An integrated masterplan approach was necessary. Key stakeholders such as Stockland/Morrisons should be involved throughout.

3. *New Town Centre Residential Offer*

Any new housing stock must be in keeping with the local vernacular. The existing style of housing is important for community identity and relates to Wallsend's history. New housing should be appropriate to local traditions, grain and scale but doesn't all have to look exactly the same. The quality of the development and housing is critical. A mixed tenure approach to housing is desired as it will help to create communities and vibrancy in the town centre. Residents living above shops could help kick start the process and would appeal to a student market.

Level 2 would be enough to improve the general feel of the area especially from Town hall to Park Road on South side of High Street, but Level 3 for housing improvement (including upgrading) is a priority to attract inward investment and make the area safe and attractive. Retain and enhance open spaces as well as creating new ones and keep allotment areas to create a more desirable location.



4. *Reuse of Town Hall*

The Town Hall was recognized as a very important building. The Council should only consider change that respects its history and the area. Interventions Levels 1 and/or 2 might suffice, if the current character is retained whilst reusing the main building. Level 3 is preferred as a long term solution, possibly residential use, retaining/refurbishing the old part at the front of the building and rebuilding the back. Uses could include a business centre, residential, museum, tourist information office, conference facility, hotel, cultural centre or a pub/restaurant. Whatever the use, it should benefit the community.

5. *Accessible Town Centre and Public Transport Network*

The creation of a transport hub/interchange integrating the Metro, buses, taxis, cycleways and pedestrians was for many a high priority option. It should break down the North/South divide created by the Metro. Stations along this part of the Metro line should be upgraded and improved with individuality of design, safety, security, better links, lighting features, and better branding and signage linking public transport, cycle/pedestrian routes, attractions and features, and not just at start but along route. Cycling and pedestrian maps should be made available showing routes and information on other services such as accommodation and other facilities.

Level 3, generally deemed a high priority, 0-3 years timescale, with extra parking. The Council along with the PTE (Nexus Metro) sustrans should take the lead.

6. *Upgrading of Hadrian Road*

Any intervention here must bear in mind that Hadrian Road is a heavy goods route and any improvements should concentrate on improving crossing points, upgrading cycling and pedestrian routes, public transport links to and from Hadrian Road and better signage. There is a recognized need for a proper industrial main route with better moving points which keeps traffic out of residential areas and town centre. The route could be enhanced by greening which would make it better in terms of feel without compromise to its ability to move traffic.



7. *Reconnecting the Town Centre to the Waterfront*

Level 3 was the preferred option. The link between the town and Swan Hunter's is key to understanding the development of Wallsend and its sense of place. It's important to create an attractor to encourage movement. Recreational activities on the river such as river sports, diving could be good attractors helping to link. A multiversity could also successfully link the town centre and the waterfront. More cycle routes, ferry landing, access and continuation of green links are important to reconnect the town to the waterfront. However, it was thought that 3rd party landowners could pose a significant barrier to any development here.

8. *Swan Hunter: Strategic Regeneration Opportunity*

Again this was seen as a Level 3 option. To get one key high profile, key strategic site developed and operational, early on, was critical to the successful redevelopment of the waterfront. This site could accommodate education use and higher densities. A university could help to raise the profile of the area. Heritage doesn't make the site difficult to develop. Any development should continue maritime links and skills, enhance access and the appreciation and interpretation of Roman and later history of the area. This is an opportunity to attract the new maritime planning agency to this site which provides great synergy.

Swan Hunters was a community and it should be reinstated as a community through creating local skilled workers and passing skills to the young. Maximize the potential of new mining technology: centre of excellence or a skills college linked to new technologies/guarantee apprenticeships. Develop new technologies such as renewables and wave power. This site could focus on R&D. The community should be able to access the waterfront from this site, through recreation facilities, quality buildings, creating a safe and secure destination for visitors. With a heritage museum at Segedunum to enhance tourism, and related hotel and conference facilities, this would be an ideal site to allow open access to the waterfront. There was no reference to residential uses for this site even though previous consultations have highlighted the need for truly mixed use development here. It was felt that the only way for people to own, use and look after their river is to live there.

Ideally the site needs masterplanning from Swan Hunter's up to Metro link. The Council and One NE would take the lead, possibly through a Joint Venture Partnership.



9. *Segedunum: Enhance Heritage and Cultural Offer*

The preferred option was Level 3 intervention, to expand the heritage and cultural offer with new facilities, to be phased through levels 1 & 2. The expansion needs to be dovetailed with other developments to strengthen local offer but could be the starting point of a cohesive strategy. There is much to be made of this site so cultural sector opportunities should be embraced to impact on economic development. The maritime heritage should be exploited with a ship building museum and a live interactive attraction, such as a Swan Hunter built vessel. There is an opportunity for the development of creative industries on the waterfront demonstrating direct links between industry/business and the heritage context – from Roman to modern day. The Roman Fort was located because of the river, as were all subsequent developments. A university campus for maritime studies, e.g. engineering with a Maritime museum to celebrate heritage of Wallsend shipbuilding would be well placed here. Plus a public fishing quay, where people can fish AND buy fish, and possibly an aquarium. The Coast to Coast path for Hadrian Road walkers should be well maintained and cleaned up – make the current facilities into a Nature Reserve. There could also be an opportunity for a Marina. At present, however, there is poor tourist accommodation and no tourist information centre. This would have to be addressed if the heritage and cultural offer was to be expanded.

A marketing and promotion campaign similar to the Whitley Bay and Tynemouth visitor book will become essential to promote the area, its heritage and the tourism offer.

10. *Attractive Green Linkages*

This option had a lot of support and most favoured a move towards Level 3 intervention even if it was a gradual process going through Level 1 and 2, however, existing green spaces should also be better utilized and maintained. There is a need to connect the communities with the facilities such as parks, heritage sites.

Several green links and routes were suggested including a pedestrian/cycle path from East Howdon to Royal Quays across the derelict land; a green link from Mullen Road down through Parks to Willington Quay Gut and river access across from Wallsend/Willington Quay to the nice green riverside area in South Tyneside. The current users of the Gut (The Boat People) should not be disadvantaged by any development. It was noted that links should be purposeful and diverse with points to stop and do. There was a request to increase river front access beyond the Swan Hunter site, if possible. Young people are a part of the future, so skills centres should be attached to youth clubs, with training, linking to the river at Swan Hunters could be a positive development. The creation of quality sports facilities on the riverfront would help to alleviate the problem of a lack of youth clubs and (free and affordable) facilities for young people. A free bus service should be made available for young people to access the sports centre and other facilities.



Willington Quay Opportunities

1. To sustain communities and respond to new employment markets

Link existing housing (which is of good stock, has a strong street pattern and place-sense) with quality housing to the North (masterplanned with this integration in mind and the historic pattern, not 'standard housing estate' products) to counter its isolation. Allow low key river access to increase attractiveness of housing. Level 2 to level 3 change was considered ideal but not with current occupiers. Any new development needs to link existing areas together – avoid isolated pockets. Take out all dirty uses otherwise all else is futile: level 1 is not an option. The current environment is unhealthy and seriously affects quality of life.

Transport is poor in Willington Quay: "The Bank" is a significant barrier. There is a need to integrate bus and Metro: free/subsidised journeys to Metro from East Howdon to Willington Quay to Hadrian Road would be supported. Concern was expressed about traffic increases in residential areas due to new residential development. Howdon Lane and Tynemouth Road are particularly problematic at rush hour. A link off East Howdon, such as a bypass would help to solve this. Through traffic using Howdon Lane should be discouraged. There is a need to create links to the new Tyne Tunnel South bound. Residents felt that the current scheme would blight the area and encourage traffic through residential areas. It's important to balance the needs of road users to encourage town centre visits and create safer neighbourhood streets. The Wagonways/cycleway connections to be upgraded and better signage provided to direct people to the town centre and Segedunum. Improve parking at Segedunum and Willington Gut to encourage more visitors. Upgrade the heritage and improve the museum offer and ensure that all new development allows archaeological exploration before development.

The connection to the waterfront at Willington Gut is supported. Retain the natural feel of The Burn, but formalize use for pedestrian and cyclists and apply a maintenance and management initiative (safer, cleaner and better maintained). The community and river should link, there should be no industrial barrier, but can't get away from the waste treatment problem. It becomes very important therefore to select and place the right businesses on the Gut – evening and weekend uses only, for example. Bring back jobs/employment uses into the north bank and enable local residents to access new opportunities, but not big dirty industries.

Some concern was expressed about vandalism and the safety of residents living areas. The community needs amenities and facilities – this has to become a place people choose to live. It needs to become a healthy and attractive place to live. Willington Quay wants to be part of the Newcastle regeneration: to make North Bank a beautiful place.



East Howdon Opportunities

1. To manage and sustain

This area should be a high priority for a Masterplan. More detailed consultation needed with East Howdon residents to discuss relocation and/or redevelopment options. There is the potential to relocate to Willington Quay but again, further consultation with residents is essential. The cost of relocation could be prohibitive but East Howdon and Willington Quay have suffered over the years – they need to be prioritised. There was a view that to simply manage and sustain was not enough – new housing stock was required including, possibly, full relocation. It was suggested that East Howdon should be moved down towards the river to give the residents and owners the opportunity to improve their housing and health by moving away from sewage works. The ‘Esso (redundant) land’ could be used to support and connect this area, creating a pleasant environment and destination. Green links to Redburn Dene Park are very important. A national cycle route could be included. This area needs to be a place people are happy to raise their children.

There are other issues which need careful consideration such as the refurbishment of housing and tackling absent landlords. Better transport links are needed for the area as are more shops and facilities. Look at heritage importance of the terraces. Worst idea would be to demolish all but a few key buildings (are any listed in East Howdon?) leaving these isolated, without use, out of their context.

Absolutely critical, to improve the health and well being of residents is to keep all industrial units that do not require river access to one central place away from residential areas and the river. The ‘dirty industries’ were a real issue for residents who wanted them all to be concentrated in one area, to enable a better quality of life. Without this any improvements would be futile.

2. To grow and develop a gateway

An over-riding concern here was the smell from the sewerage works which must be addressed otherwise it rules out so many other options. If this could be achieved then developing East Howdon as a gateway to the area was a positive way forward, allowing more tourist to visit, for example via cruises and for other leisure purposes. . Links with Northern Europe should be developed creating a European/North Sea Heritage Centre and also strengthening economic and cultural links to Scandinavian Countries and Scotland. The North Tyne as a European maritime centre could be pursued with a national maritime agency, which has an expanded facility for research – school of marine sciences – creating a marine community.

The Steam Railway (Stephenson) in ‘Esso land’ could be turned into a new museum with a working railway, allowing for a linkage of the Stephenson Railway Museum and Royal Quays. The retail offer at Quayside could be also improved to include food shopping. There is a need to integrate East Howdon to Royal Quays. If necessary, the ‘Esso’ land should be used to reconnect East Howdon as currently it has the appearance of an unattractive dead-end with no reason to go down it. If East Howdon has to ‘relocate’ where would it go? Where would residents be re-housed?



17. BURNSIDE BUSINESS & ENTERPRISE COLLEGE AND WALLSEND BOYS AND GIRLS CLUB – 19th MARCH

On Thursday 19th March, two sessions were held to explore what young people find positive about the Riverfront and Wallsend Town Centre, what they think the weaknesses are and any ideas they have for improving the area. The first session was held with a group of students from Burnside Business and Enterprise College and the second with members of the Wallsend Boys and Girls Club.

The young people marked on post-it notes and plans what they liked about the area, what they disliked, what they would like to see improved, changed and what they would like to see stay the same. They were also asked to select colours that reflected the area as it is now and colours that would represent the area once improvements had been made.



Members of the Wallsend Boys and Girls Club were also asked to complete a short questionnaire. The transcribed notes from these sessions and feedback from the questionnaires is attached at Appendix F.

Good Things

There were a number of very positive things cited by the young people which made Wallsend a positive place to be. These included the community and people of Wallsend, Segedunum and Hadrians Wall, the Buddle Arts Centre and especially Wallsend Boys and Girls Club. Burnside College and the swimming pool were a welcome addition to the area. The Forum Shopping Centre was considered by some to be a good quality centre with plenty of shops. Richardson Dees Park was named as a good open space and the 'Wet 'n' Wild' water park was enjoyed by many.



Weaknesses

For a number of the young people though, the River Bank and the town centre had a number of drawbacks. It's poor reputation as a run-down, messy area, with vandalism, bad smells and feeling unsafe and insecure. Many thought the river was dirty and unhealthy and that this all reflected in the poor image of the area.



Improvements

The Wallsend Boys and Girls Club clearly provides a valued service to many of the young people in the area, however, there was strong support for bigger and better facilities. More shops aimed at young people would also encourage more of them to visit the Forum Shopping Centre more often, rather than choosing to shop elsewhere, such as Topshop, Topman, New Look, Claire's Accessories, Primark, Game, Next, Borders and coffee shops and fast food restaurants such as Starbucks and MacDonalds. New restaurants, bars and cafes along a cleaned-up river and riverfront would enhance the area and attract visitors from the town and elsewhere. Glass buildings along the water front would make it a light, attractive and inviting area, providing great views of the river.



The river should be cleaned up so that it can be opened up for other uses such as fishing, water sports, boat trips and possibly a Marina. It was suggested that the Swan Hunters site could become a museum, with hotels, restaurants, bars and some housing along the river too, to make it a lively, safe and attractive area.

Bigger and better houses were needed in the area, including Eco-houses. Residents should be encouraged to be more eco-friendly, with lessons and environmental workshops on how to be more sustainable and environmentally friendly, for example, learning how to generate electricity, using wind turbines and other sources.

The young people recognized how important the image of an area is and felt that Wallsend needed some improvement here. There was a suggestion that the name of the area could be changed from Wallsend to something which sounded less negative ('it makes the place sound as if it is the end of something – not worth bothering about – rather than being full of life and action').



Colour

When thinking about how the image of the area could be improved the young people came up with colours which they felt depicted the area now. The following colours were mentioned as being descriptors of the North Bank and Wallsend as it is now:

- Black – because it is dull, no shops or good facilities in the town centre
- Black/grey – because the river and area smells, is dirty and polluted
- Grey – because it is old, outdated, and not much use
- Dark Brown – dull, uninteresting, littered, dirty, unclean river
- Camouflage/khaki green – because it doesn't stand out, it just sinks in

They then used other colours to describe the area once improvements have been made:

Yellow, pink, orange – bright colours to reflect a bright, nice place

Bright green – clean and tidy

Light blues and greens – depicting the waterfront

Baby blue – a really nice colour, attractive and stylish

Nature colours – greens, yellows, blues - spots of bright colours to invite you in



18. SUMMING UP

There are a number of different strands that could come together but only if a number of key agencies are prepared to work together to deliver the vision. There is the opportunity to do something really special here, both national and international. But it has to be a partnership process as no one agency can deliver everything, for example North Tyneside Council and One North East can't do this on their own but might be able to work with Homes & Communities Agency. Some projects could be delivered by starting with public sector funding to set the standards and then private sector might come forward.

Consideration should also be given to the other side of the Tyne and neighbours in Gateshead. It is not just about local development – have opportunity to badge these initiatives as very high class developments.

Heritage in the area should not be seen as a constraint but as a starting point, there can be modernity with heritage. This is an opportunity to make something of the area.

There are still some tensions which will need to be resolved:

- Town centre – scale and affordability of change
- Town centre – needs parking as well as public transport
- North bank – community public access – where?
- North bank- strategic roles- large scale industrial vs other uses
- North bank – new training/skills vs access elsewhere
- Hadrian Road – industrial priority vs other users
- East Howdon – keep/sustain vs decant/redevelop
- Willington Quay – quality of life vs established intrusive businesses

19. NEXT STEPS

The information gained from the consultation workshops is very important to producing the framework plan. The team will take away the feedback and comments and analyse the responses to the emerging options and choices. A strategy framework report will be presented to the board. More detailed masterplans for Wallsend, Willington Quay and Waterfront sites will be necessary. Finally, a delivery strategy looking at funding and a programme for implementation to identify how to take Masterplans forward is essential.

It is proposed that a Strategic Framework Plan Consultation Event should be held in September 2009 when the emerging preferred framework would be presented to the community and other stakeholders. Details of when and where these events will be held will be made available when agreed with the Board.

River Tyne North Bank

Strategic Framework and Masterplan

Community and Stakeholder Engagement
February & March 2009

Appendices



Report by

Kevin
Murray
Associates

July 2009

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- H. Wallsend Boys and Girl Club Consultation questionnaire feedback

APPENDIX A

CONSULTANT TEAM

Jas Atwal	Kevin Murray Associates
Jim Kirkwood	Kevin Murray Associates
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APPENDIX B

STAGE 1 – ISSUES AND OPPORTUNITIES

TRANSCRIBED FEEDBACK NOTES

Willington Quay

Memories

- Op and ideas – consolidate town centre uses into a smaller area
- Shops
- Churches
- Cinema
- Schools
- Decent bus service
- Smiths dock a place to live in, people wanted to live in
- The crowds of swans workers swarming through town centre at lunchtimes
- The continuing pollution of the area by NEXUS supervised by NTC around the 7 arches
- Easy transport links
- Shopping
- Co-op
- 7 arches
- Bridon rope?
- Cinema
- Local amenities
- Oil rigs being built with no excess noise
- Wallsend town centre, busy, vibrant, friendly when I arrived in mid 70s
- Swans hunters
- Friendliness
- Open spaces
- Through the Tyne tunnel – what a bad image for the first time visitor – an incinerator and sewage works.
- Buddle arts centre being vibrant and having lots of bands on during 80's

Issues

- Do not build houses on river side land
- O'Briens
- Lack of green space
- Industrial change, retraining
- Issues now - traffic on Howdon Road now the tunnel access at Tyne view terrace has been stopped up
- Lack of facilities
- The effects of dirty industry

- Willington Quay **was** a village cut in half and is now being developed – new houses, new tunnel, where is the health facility?
- Noise, air pollution, traffic, Wallsend will be put before small area's like Willington Quay!
- Transport issue public and road use. How will the increase of traffic be handled?
- Lack of council input into area
- Transport
- Private landlords
- Lack of employment
- I have noticed the regeneration along the river Tyne from Newcastle to the coast and seen huge improvements. What is available for Willington Quay???? Where are the health facilities???
- Health issues of people surrounded by dirty industries
- This area is now a council dumping ground for undesirables
- Small local areas – e.g. Willington Quay – affected greatly by regional needs e.g. transport link, Tyne Tunnel
- How to redress balance and protect small communities from disproportionate disadvantage? Local comments pays price for regional advantage.

Hopes and aspirations

- Clean environment, noise, pollution
- I hope that people are proud to live and work here
- Good access to riverside. Varied use – including industry. Quality uses to make area attractive to come to
- Sustainable community
- Cleaner, quieter area to live. Housing and leisure and parks on river banks, so the public can enjoy the river
- The past is the present's gift to the future
- Access to facilities – shops, health, public transport
- Clean, healthy living area for the future
- Industry, noise, smoke, purpose, pride, respect, dignity
- People's sense of who they are, is about who they were as well as where and what they wish to be.
- Sustainable living, sustainable working, world class future
- Peoples sense of place, pride in who they are

Transport and access

- Distribution opportunities
- Metro re-invigoration
- Future demands
- Rat running through Willington Quay
- Links to A19 from A187
- Bus system

Environmental, tourism and heritage

- Lack of quality space to invest in
- Lack of new facilities for kids to use
- Willington Gut major opportunity
- Poor access to river due to ownerships – lack of openness
- Howdon Green redeveloped as football pitches
- Small marine industries located at the mouth of Gut
- Major cycle routes converge
- Ferry opportunity along North and South bank – connection
- Raise profile of Segedenum – enlarge and expand – hotel opportunity
- Modernize existing spaces – terrace back lanes – safe
- Commendate local heritage

Housing and communities

1.

- Infrastructure must be in place before any housing built
- Difficult times at moment make it difficult to see how things can happen
- Endless consultations – promises made, scoping consultants do their bit and then move on, new consultants come in disregard previous consultations and ideas with no explanations.
- Has to be a mixture of housing, employment and leisure.

2.

- Mixed tenure housing is needed – private large family houses to lifetime homes for elderly, real sustainability
- Tenure blindness
- Arising from good quality design
- Attractive neighbourhoods – quality of life issues – smell, noise, health
- BSF programme – wave 6/7 – major overhaul of schools
- Multi-use of buildings/occupancy – e.g. bakery in morning/greengrocers in evening

3.

- Having to go to Howdon for shops
- Access to shops can be an issue – there used to be minibus
- Currently mainly elderly population with new mixed housing would change dynamic of population community
- “The Bank” is a real blockage
- Parking is an issue – any new housing would have to provide adequate spaces for new residents.
- Smith’s Dock is being turned into a gated community – no access to river for public - just for residents of the new development
- Area – Tyne tunnel and Willington Gut could take new housing – but would have to have other facilities – e.g. leisure for all.

4.

- People coming in to area on the river don’t get a good experience
- Unpleasant, unattractive views along river
- Not a good advert for area
- River taxis – to access different areas

- Facilities – to Segedunum, Royal Quays
- Going zig-zagging across river
- Need a river bus to take traffic off roads
- Need to be flexible about the way land is used
- Lake District – way it integrates the lakes – it's a resource.

5.

- Vibrant community is aspired to!!

Employment opportunities

- Industries which will offer apprenticeships and employ for youngsters (i.e. jobs at the end of training)
- Council to seek out apprentice/employment opportunities with local business e.g. SMD
- 'Support cluster' for small businesses to support large businesses
- Encourage innovative new business ideas
 - 'centre of excellence' local skilled labor and university and R & D to generate new ideas
- investment – we are too.....
 - new premises
 - Pamatrada Building (Swans)
- Grants
 - Of new ideas
- Start-up business units - 6 large new.....
 - many smaller companies
 - run by local businesses
- Develop marine sustainable technologies
- New facilities for modern businesses
- Creating sustainable communities

Stakeholder and Agency

Issues

- Challenging
- Negative image
- Significant opportunity
- Fragmented
- Opportunity for riverside access
- Access to riverside is difficult, disjointed land ownership, contamination, market leaders in key sectors
- Opening/access to river, quality of environment, scale, complexity, ownership, funding – global economic situation?
- Connectivity
- Identification land use development
- Land assembly challenge
- Disparate, fragmented, poor road infrastructure
- Does the river offer the prospect of a collective purpose?
- Length of Wallsend High Street – Bus stop accessibility, where is main focus?
- Steep hinterland, limited level development land for manufacturing
- Topography
- Need to upskill to allow local people to discuss job opportunities
- Public transport links to industry
- Large area – should it be phased? Zoned into different uses?
- Accessibility an issue. Traffic generation an issue.
- Infrastructure of services
- How do we address the ‘community ownership’ element on the riverfront – how do we ensure that ownership is respected and built on for the good of the area and its people?
- Linear nature of Wallsend Centre, be realistic in terms of proposals.
- Don’t lose sight of people they live, work, visit. They need to be central not an add on to building.
- Land contamination on derelict sites. Land assembly, own a fragmented range of sites.
- Large
- Neglected
- Where is the river going to?
- Look North rather than South?
- Can we live up to our history?
- Community engagement – selective demolition of housing needed
- As a large proportion of the area is in the hands of the private sector (Sheperds). Why are they not part of this?
- Leisure opportunities and open green spaces for people to enjoy.
- Transport links, route to Tyne tunnel need direct access from bottom road (Hadrian) and stop rat running through villages.
- Exploit river infrastructure to import/export goods to generate/sustain new industry

- Celebrating cultural heritage, recognising the tourism business opportunities, visible interpretation of Hadrian's Wall National trail/ cycle way

Major Sites

1. Essential riverside use
2. Develop and grow world class hub
3. Major sites organized and cleaned up
4. Higher value uses linked in (R&P)
5. Major sites linked to higher education/skills
6. Not just industry also institutions and agencies
7. Right conditions-schools, housing communities
8. Points of access: public and commercial uses
9. Work with major land owners
10. Recognise maritime history

SME's – Renewable Culture

- R&D for renewable technology
- Centre for excellence for renewable energy
- Buildings built/renovated utilizing renewable energy
- Transport interchange – river / bus / metro up & down, side to side
- Connectivity between areas
- Need low cost workspace (live & work space) for arts & creative industries
- Apprentice centre / training facility with established links with local industries
- Support industries related to electric car production & use
- High quality design & build
- Nice B&B and guest houses
- National hotel chain
- Restaurants, cafes & family entertainment
- Outdoor clothing / cycle hire shops
- Maritime & mining museum
- National retailers & healthy independent businesses

Homes & Community – Maritown

- Could look like Newcastle business park
- Depends on how much of existing stock will be here – assumption is that most of it will still be there
- Physical view could be very different
- More sustainable housing – solar panels etc which will change “landscape” of area
- More traditional looking housing – terraces and semi detached
- “putting lipstick on a pig”
- Housing won't go south of the metro line
- Housing continues in sites/areas where communities existed already – e.g. Willington Quay
- School provision is fine
- Metro system is much improved and used well

- New shops opened
- Urban form remains same
- Reduction of traffic within residential areas
- Better public transport – more closely linked to residential areas
- People would be working locally in a ‘Cobalt’ type business park – ‘multi-versity’ ish
- Leisure – still go to Newcastle for leisure
- Segedunum – urban park – pub along river, offices
- Small marina at Willington Gut

Positives –

- Support local services and more settled population
- Keep people in the area
- Choice of housing type

Drawbacks-

- Housing currently in private ownership
- Highways impact
- Had to do away with some of the heritage/culture

Leisure, Culture

1. World class heritage site – rebuild parts of wall – interact with wall-climbing
 - Hotels created
2. Family friendly
3. Unique e.g Roman Galleon
4. Relate to marine history & technology
5. Wallsend metro changed to world class gateway
6. Wallsend centre consolidated & changed to cultural centre
7. Improved night time economy in Wallsend –
 - restaurants etc
 - improve quality of Wallsend retail
 - small festival space
 - Tall ships
8. River frontage activity created
9. Marine experience improved-the deeper

Positives

- Wallsend attraction
- Place to go rather than place to leave
- “Start of the wall not the end”

10. Link river to Wallsend – Swan Hunter site is key for that
11. Stephenson museum-line connected to royal quays
12. Good quality free parking

North Bank – Large space users

- What it looks like
- Who there? People/Business
- Other support uses/Activities
- *Positives?*
 - Marina links –cleaned up Gut
 - leisure – boat trips
 - NAME? – Joined up areas – landscaping pathways
 - Industry
 - Education
- *Drawbacks?*
 - industry – IL/GAS

Hadrian's Quay

- *Positives*
 - resolving transport issues
 - raise profile of town centre
 - improve world heritage site
 - create jobs
 - open up river edge
 - mixed use = longevity
- *Negatives*
 - traffic at major junctures
 - lose river for large industries
 - difficult political decisions
- What it feels like –
 - safe
 - community
 - connected
 - pride
 - exciting

Homes and Community – 2024 – Live Wallsend

- What it looks like –
 - town centre – vibrant shopping centre
 - National chain stores
 - Riverside Hotel
 - current linear area split into
 - West – commercial
 - East
 - residential/family orientated
 - tenure diversification
 - affordable housing
 - good quality sustainable homes (Eco homes)

- green links – wildlife corridor from Richardson Dees Park – through to Willington Gut
- re-aligned sea to sea route
- “college style” Campus for accommodation for students. Also some integrated units within the town centre.
- mixed used development around Willington Gut – (Ouseburn similarities)
 - emphasis on leisure/residential
 - some residential – keeping the area vibrant
- around Swans – university type building with student accommodation overlooking river – with access through to river from town centre
- M** - New interchange – staffed with park and ride facilities
- some residential areas have been cleared to allow for this larger scale Metro/bus station.
- M** - Line splits retail residential – N –
- South – heavier industry, educational/office

Negatives

- Relocation issues/retailers and residents
- Funding?? Loss of key strategic sites for Marine offshore industry

Wall's beginning

- Segedunum more interactive visitor attraction
- Roman theme park
- Creation of marinas
- Balance between uses
- Sewage treatment odour dealt with
- Cruise destination rather than departure point
- Linkages with other cultural offers in region
- Leisure cluster around ferry terminal
- Family visitors to visitor attractions
- Skills college linked to industry

Wallsend Community

Memories -

- The Wallsend ferry
- The Swans stampede at lunchtime and end of shift
- Industry thriving with shipbuilding of supplying industries
- Return in 1980 after living in London to notice lack of facilities and general run-down feeling of the area
- Community spirit
- Wallsend park when it wasn't full of trouble makers
- Wallsend park busier
- More youth clubs in the past
- Cinema x 2
- A pleasant and safe park with facilities for all family members
- Busy shops, more choice
- Quality goods
- Swimming pool x 2
- No factories left, haggies mainly
- Shipyards no longer active
- More shops look clean and inviting
- Park full of children playing, families and picnics
- Felt safer at night
- Hadrian warehouse
- Hadrian head office
- London and Newcastle Tea co.
- Noise from Shipyard's night shift
- Marshie's ice cream parlour
- A busy working environment
- Safe environment
- Busy town centre, lots of shops in use
- Pubs and clubs very busy, lots of activity
- Ferry from Wallsend
- Thriving shipbuilding industry
- Thriving mining industry
- Community spirit
- The wonderful co-op department store and café
- A busy high street full of successful independent shopkeepers
- After the demise of the shipyards – a university?
- Sound of the Swanhunters horn marking the change of shifts
- Shipyards
- The burn
- The park
- The 'Mem' dance
- Fights with teddy boys at the 'mem'

- A very busy area, a lot of people out and about moving around
- Industrial riverside noise
- Grandfather was a rivitor in the yards. My father was a fitter and turner in yards.
- Trades disappearing
- Supertankers and famous ships
- If high street is to become more commercial, the road needs widening
- Borough pictures
- A peaceful, rural green with grazing cattle
- I remember when there were nice toilets
- Big employers, shipbuilding, shipbuilding repair
- Rope works
- Busy social clubs
- Badly ran down
- Shipbuilding, presto-supermarket

Key issues to be addressed

- Improved street lighting and subways on Coast Road
- Facelift for Wallsend
- The presentation of the built heritage
- The protection of the residential areas from traffic (not the high street)
- Presentation of the sense of “belonging”
- Less reliance on motor vehicles as there could be shortage of fuel; also greenhouse effect
- Multiversity, tourism hotels
- Regeneration of existing housing
- Moving Brentwood industry estate out of housing area
- Improved leisure facilities
- Making sure the river is not lost to housing
- Leisure industry, history of area
- A massive clean-up of derelict areas
- Encourage uncovering historical remains to promote tourist interest
- “Faith” community engagement
- Wallsend used to be a thriving community. People from elsewhere came into the centre to shop. Things declined when Wallsend became part of North Tyreside instead of an excepted borough of Northumberland
- Intergenerational work
- Agencies working together and communicating
- Promote heritage and cultural (e.g. we have a world heritage site – segedunum)
- Swimming/leisure facilities for all at all hours not just evenings
- Improvement in roads
- Facilities for young
- More small industries
- More diverse economy
- More sports facilities
- Concrete jungle, no Greenland by the metro

- Decaying – poor infrastructure
- Mirrors national economic picture
- Education and training
- Big fun fair every easter
- Employment
- Education
- Encourage more young professionals into the area
- Housing
- Shopping x 2
- Entertainment facilities mostly gone – i.e. local cricket ground and decent sports stadium
- Dirty streets, litter, urinating and defecating in side streets
- Fall out from pubs then education, health and shops
- Economy/employment
- Transport links
- Housing quality
- Retail quality
- Local picture hall
- Children facilities
- Boys scouts, girl guides
- Housing – affordable for a family
- Environmental improvements
- Shipbuilding museum (swans)
- Visitor attractions
- Children and young people facilities
- Pedestrian tunnel
- Hill grounds
- Western, central schools
- Old grammar schools
- Old technical school

Aspirations –

- Don't be scared to deal with yobs. Nearly losing faith in the council's motives to protect us.
- Attractive walks along the river
- Any new building should be designed in a stylish way to help give the town a much better outlook.
- More places for young people to go and things to do
- Involving families in consultation – virtually everyone here is over 50 and many over 60, leisure for all.
- Try to capture the spirit created during Wallsend festival (it's wonderful)
- Safe places for young people, more parks/picnic areas, public art designed with and by children
- Update forum shopping areas
- Ruler boats

- Making the most of heritage and of the good things in Wallsend – park, civic hall, river, sense of community, segedunum
- Making Wallsend a place where people want to live and raise a family
- Get rid of parking charges in Wallsend to encourage shoppers back to Wallsend centre
- Tourism/segedunum shipyards mining
- Better shops
- New housing – round town centre
- Job opportunities for all – young and older people
- Streets without cars, safer streets for kids
- Economic regeneration – commercial, community, housing
- Jobs/ training
- Leisure, transport
- Covered wellbeing from bus and metro station to forum
- Improved bus and metro station
- Eco green, training, college, food growing, restaurants
- Less motor traffic, more walkers and cyclists
- Development of new marine technologies. Housing, transport, employment issues to take into account future needs of area. Not short term fixes. Think long term and sustainable development.
- Encourage other groups into the area, could lead to economic prosperity, i.e. students (university)
- Wallsend to get back a good name
- Restaurant on the river & leisure, ferry landing
- Places for families in bad weather, e.g. indoor ski centre, children's farm, soft play
- Encouraging decent shops and in particular cafes and restaurants on the high street – not pedestrianising the high street.
- Encourage young people to use park with improved facilities
- Cleaner town centre
- Better housing
- Hope change will occur and that this is not all talk – action is needed
- Park areas for people to walk/youth activities
- Protection of heritage
- No mass building of units which will remain empty
- Make move of segedunum
- Attract tourism
- Positive policing
- Retain character
- Security
- Long term employment opportunities
- Shopping centre which is pleasurable to visit
- Youth centres/activities
- Park areas with facilities for children
- Developing Swan Hunter site for the development of a training centre
- Wallsend has never changed in over 100 years, too heavy a dependency on heavy industry

- Ship building
- Town centre open market
- Shipyards
- Lovely shops – e.g. Walter Wilson's
- Shops that supply more organic, local produce, art and craft
- Vibrant, multi-cultural community
- Re-invent "community"
- Society is for "all"
- Busy shopping centre full of people, no empty shops

Threats

- Dirty industry adjacent to communities
- Time to deliver change – want to know what is going to happen in short term
- Lack of succinct information and too much red tape
- Lack of ? £ to deliver change
- Consultation fatigue
- Lack of visual progress on the ground (short-term action as well as long-term)
- Employment being 'sucked' out of town centre to business estates.
- Not letting go of the past - need to adapt to new opportunities
- Willington Quay welcomes change for the future but a healthy clean environment is badly needed
- Get rid of industry on the river tyne especially near villages
- Industry near Tyne tunnel/cycle tunnel and Willington Quay will not let the public have clean healthy living
- Other places – Lemmington, Newburn

Opportunity and ideas for Wallsend and Community

- Consolidate tc into a smaller area
- Improve choice/ variety of retailers
- Need to improve public transport (affordable)
- Accessible car parks
- Creating a safe shopping environment
- Family night-time entertainment/amenities. Somewhere to take family to eat in the evening
- Work with Morrisons to improve/upgrade supermarket provision
- Need to increase footfall
- Potential to improve links to Segedunum and waterfront
- Cultural and friendly waterfront environment – link with ferry/boat trip from Newcastle.

1. Economy and employment

- 'Training Centre'
 - Good quality apprenticeships
 - Excellent reputation
 - 'Centre of excellence'
- Highly skilled workforce needed
 - work with colleges
 - high design skills and 'high tech'
 - craft and engineering skills
- Companies to take the skilled workforce
- Partnerships with local businesses and colleges
- High quality business space

- Accommodation for Centre of Excellence
- High quality open space
- Segedunum – improve as visitor attraction
- North Bank – major area for future marine investment
- Important to link Swan Hunter site to Town centre regeneration
- Improve image of Wallsend through new investment
- Local recruitment needed by firms working in area
- Companies coming in must invest in area
- Sustainable employment
- Upgrade Metro
- Huge tourism potential – need more facilities

2. Movement and Transport - Main issues

- Metro is well used
- Anything of Metro live has bad perception to live in
- If redevelopment occurs, shows there be a “loop” from the Metro
- Road widening of the town centre?
- Alternative route required – Hadrian Road?
- Hadrian Road built as a by-pass to high street but tunnel work has stopped the route being used
- Cycling routes are isolated
- Restrict traffic along high street to encourage cyclists to use them
- More bike lockers at Metro stations
- Terrible parking problem in town centre
- Need to introduce/enforce parking restrictions
- No free parking

Transport – main issues

- Opening up more bus lanes to encourage car users to use local distributor roads
- Michela Architects “Town centre vision”: link its transport findings in
- Parking, parking, parking! More of it
- Make Wallsend a destination for shopping
- Town centre is restricted by volume of people living in close proximity
- Make the most of existing assets: cycle road, Metro and bus services
- More greenspaces: link them via paths and cycle routes.

3. Tourism and leisure

- Multiversity – not in academic sense, more practical teaching
 -vocational
 -maintain heritage
- Decline in youth activities
- Affordable
- Clubs have closed
- Need new facilities for teenagers
- Need to involve young people properly in consultation

- Bringing back apprentices, training e.g. teaching how to build boats. Bring back people who used to be in ships trade to teach youths about marine culture
- Teaching people new skills (young and old families)
- Sailing, yachting, nature reserve, watersports, canoeing in the dry docks area.
- Cafes
- Events
- "My Place" (and positive futures)
- Improved transport infrastructure is important for youths to get to youth facilities
- Skateboard park
- Cycle-friendly
- Predestrianised zone
- Very important to bring back sense of community, bring people together, activities together.
-

4. *Open Space and Youth – GROUP ONE*

- Youth not really talked to
- Opportunity to engage
- Teach community spirit
- Boundary – Wallsend boys club, new facilities
- 25 years decline in youth facilities
- Riverside opportunity for leisure and watersports
 - a place for events and to spend time
- Tolerance of young people has changed – if they hang around they get moved on
- Activities for older people – keeping active
- Activity centre like Whickham Thorns Dunston
- Can't focus on one thing – schools, open space, leisure, shopping

5. *Open Space and Youth - GROUP TWO*

1. Multi-use games areas – free
2. Protect existing heritage and improve activities in hall grounds
3. Youth training programmes
 - meaningful training
 - giving children ownership
 - family training
4. Youth meaning across whole spectrum
5. Council take responsibility
6. Create open space along river frontage
7. Connect the community to riverside
8. Multiuniversity located along river
9. Giving the community ownership – PRIDE – RESPONSIBILITY
10. No signposts
11. Public toilets in park
12. Enhanced heritage creating hotels and increased tourism
13. Create safe, light walking routes. Enhance and improve routes -
14. Giving the children leadership
15. Treelined routes

6. Heritage

Opportunity

- Segedunum Beer
- Training
- Waggonways
- 'The Big Dig'
- Buddle
- Restaurants
- Segendunum site
- Ferry landing
- Cycle route
- Student population
- Walks
- We want Wallsend's identity to be preserved
- We want to be Wallsend
- Townhall
- Wallsend festival
- Gateway to the area
- Guide to Wallsend
- Tourist information and noticeboards (kept up to date)
- Website
- Pedestrian Tyne Tunnel
- Link up Heritage sites
- Physical not just emotional museum
- Blue plague – sting
- Shipbuilding/mining
- Conservation area
- End of Hadrian's wall walk
- Possibility to trade on building our 'eco' credentials – renewable energy but also in terms of new eco-sensitive development

Threats

- Major decisions being taken at a managerial level entirely populated by people who have never lived in Wallsend and would not choose to do so.
- State of Metro station
- Money is spent elsewhere – Tynemouth and Whitley Bay
- Council need to maintain heritage sites and basic things like litter picking
- Wallsend not promoted outside Wallsend town area
- Student population
- Library location
- Not enough signage
- Lack of co-ordination of activities

Townhall

- Use by the council – what it was built for
- Beautiful building
- Weatherspoon's pub – family friendly pub
- Pavement café/outdoor seating

Civic Hall

- Should be recognized for historic value and as a place for celebrations and events, café.
- Maritime museum on river bank and mining history/heritage of area
- Produce a “guide to Wallsend” promoting links (e.g.) with Rising Sun centre and farm, local parks
- What about a ferry or bridge (would encourage visitors)
- More general planting(e.g. trees) and landscaping to maintain/encourage/create wildlife habitats and creation e.g. at riverside of ponds
 - conservation issues
 - ecology issues
- Powerment cafes would be nice but no smoking there!
- “Blue Plague” system e.g. at sting’s home
- Use a former church building to create (e.g.) small craft/specialist outlets (along the lines of “Land of Green Ginger” at Tynemouth)
- Town Hall now a “ghost building” – no longer serves its function – make use of it!
- Library to be nearer centre of town centre
- Problem users at Metro and buses in the evening (drunk)
- Lack of public transport (bus routes)
- Lack of skills to develop local business (business training)
- Water rats at the Burn
- Polluted water

Other places to learn from

- Newcastle cattle market
- Northumberland St. (Newcastle)
- Quay side – St Peter’s Basin
- Ouseburn
- Killingworth (Morrison’s supermarket)
- Amble
- Throckley
- York – small shops, high quality, independent

Opportunities and ideas for Wallsend town centre

- Pedestrianisation(?) safe pavements
- Re-use of swimming pool and town hall – community/leisure uses
- Better quality shops and services
- To attract new shops/services

- Family pub/restaurants/cafes
- Potential incentives to attract new businesses and support existing
- Redevelopment of forum/Co-op to create a new high quality shopping environment
- Clean, accessible and attractive shop units
- Better parking provision
- Public art/environmental improvements

7. Housing and community

Opportunities and ideas

- Terraced streets that need revamping
 - private landlords
- Need housing associates involved
 - set up housing
- Associations run by local people
- Possible clearance of parts of high street to make way for new housing
 - existing conservation areas – linked to the green and around cemetery
- Time Metro is a barrier to getting benefits from the river to the town centre
 - open up key routes to enable communities to access the river
 - PFI is available to help fund developments
 - streets around Hawthorn Grove need improvement
- More houses rather than flats
 - bowling alley – Leisure
- Creating open spaces, cafes, meeting spaces
- Not enough parking
- No real sense of community
- Management of traffic in high street
 - traffic calming – 10mph – no pedestrianising
 - housing above shops

Threats and blockages

- Nothing to bring/attract people into Wallsend
- There is an image problem
 - no leisure facilities
 - no community meeting places
- We don't make enough of the positives e.g. Wallsend Boys club
- Not enough restaurants/good quality, night time economy
- Too many takeaways etc
- Glasgow, Liverpool – based on River Regen with mixed use development

East Howdon

Memories –

- Should Scotland become independent and RN have to move
- How about North Tyne base
- SNP's – anti-nuclear policy
- The sound of the shipyards buzzer (apparently I was born just after the noon one)
- Cycling through the pedestrian tunnel to go to Jarrow swimming pool
- 1962 standing by Northern Star building at Walker Naval yard, second last passenger ship built on Tyne – Bill. S.
- Being ignored in "The Jungle" because the locals said I wasn't hard enough to join their battle
- My family (all of them) used to work in the ship yards
- Good Friday and all the churches meeting together on The Green and going to the "Allen" for an orange
- I am most grateful that the whaling fleets have vanished
- Watching a ship being built right outside my bedroom and the launch (late 1960's)
- Walking down Hayhole Road to "Minnie Becks" pub for a cake as a child with parents
- Playing round the Wallsend Ferry landing and group over on the Ferry
- 1970's Geddes report 27,000 workers affected. Steady run industry not replaced
- Driving in the car (with parents) to Wallsend to see the "Northumbria" ship being built

Issues

- The smell
- Good training facilities
- Employment for the people to stay in the area
- Cinema for the generation without own transport
- UK is now a high wage economy, therefore manufacturing industry is unlikely to be viable in the medium to long term
- Is there any genuine need for industry to have access to the river?
- A balanced view to give a balanced solution
- We must accept every idea, no matter how outlandish, then analyse them all meticulously
- More jobs, more apprenticeships and training
- Environmental degradation, implications of climate changes – river rising?
- Mid Tyne road rail bridge, reserve land necessary
- Wildlife
- Affordable and accessible leisure facilities i.e. cinema, pool etc
- Loss of communities – what is a community?
- Public transport to Silverlink for pictures etc

Hopes and aspirations

- Keep our local heritage alive
- Affordable childcare

- Much-improved diversity of wildlife in/along the river
- Proactive approach to communications needed. i.e.
 - 1) full motorway connection to SE England
 - 2) high speed rail link
 - 3) upgrade A1 to Scotland across Northumberland
 - 4) sea communications
- nothing will make much sense until we redefine our relationship with the natural environment and value it
- Proposed/forecast £3 billion regional infrastructure improvement. Does this include North Tyne and how much road and rail priority.
- North Tyneside has NO top quality housing, so cannot attract big players on any field
- Quality, quality, quality
- The river frontage is too valuable to waste on industries that have failed in the past. Any new industries must be forward-looking and innovative.
- Hope we can re-create the culture of ideas, imagination and possibility that inspired the industrial revolution and self belief. How, we'll start by reminding people of who they are.
- We need to define what we mean by a sustainable community!! In order to have a meaningful conversation.
- Anticipating change, innovating response to it. Business, employment, skills etc.
- Apprenticeships and single housing
- Strengthening of communities
- Affordable housing
- A clean environment, an attractive ambience, maximum diversity but no unit too small to be viable.
- More access to the river
- More craft apprenticeships, training, vital to regenerate economy.
- Focus on renewable industries, wind generators, photo voltaic cells. Access to water.

Group one –

- Improve road and access
- Improve port facilities (e.g. containers)
- Waterfront land – biggest asset
- Balance of residential, retail, business, industrial development
- Manufacturing has an important role to play
- Swan Hunters – key site
- Proper training and development
- Placements for trainees
- No more 'little boxes' (housing)
- RN base facility?
- Greening the area and upgrade existing ones

Group two –

- Better infrastructure
- Maritime ideas village - cluster industries together, share knowledge, education facilities, using its historic strengths
- Use river recreationally

Group three –

- Open up existing/old walkways
- Bringing Percy Main and East Howdon closer together
- More buses to take people to Cobalt/Silverlink
- Rumour that bus services to be cut further
- Difficult to access services
- People share taxis because it's cheaper than buses
- More frequent and cheaper bus services

Housing –

- Private landlord scheme
- Get rid of ASB
- Improve quality of life for residents
- Stream runs below housing on Barrasford.

APPENDIX C**STAGE 1 – CONSULTATION FEEDBACK FORM**

<p align="center">River Tyne North Bank</p> <p align="center">Strategic Framework and Masterplan Consultation</p>

Date:

Venue:

Event:

Please tick your response to each of the following statements:

	No view (0)	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
1. I received clear and adequate information about the consultation event					
2. The venue was appropriate for this event					
3. The information presented to us during the workshop was helpful and useful					
4. The event was fairly and openly managed					
5. The views expressed by participants were adequately noted and recorded					
6. The workshop was worthwhile and I would be prepared to attend future events					

What do you think were the biggest challenges/issues that were raised at the workshop?

Are there any other additional comments/issues you would like to put forward that haven't already been raised?

Do you want to be contacted about future events Yes No

Name

Address

Email

APPENDIX D

RESPONSES TO CONSULTATION FEEDBACK FORM FOR STAGE 1 EVENTS

Stakeholder & Agencies - 10 completed forms

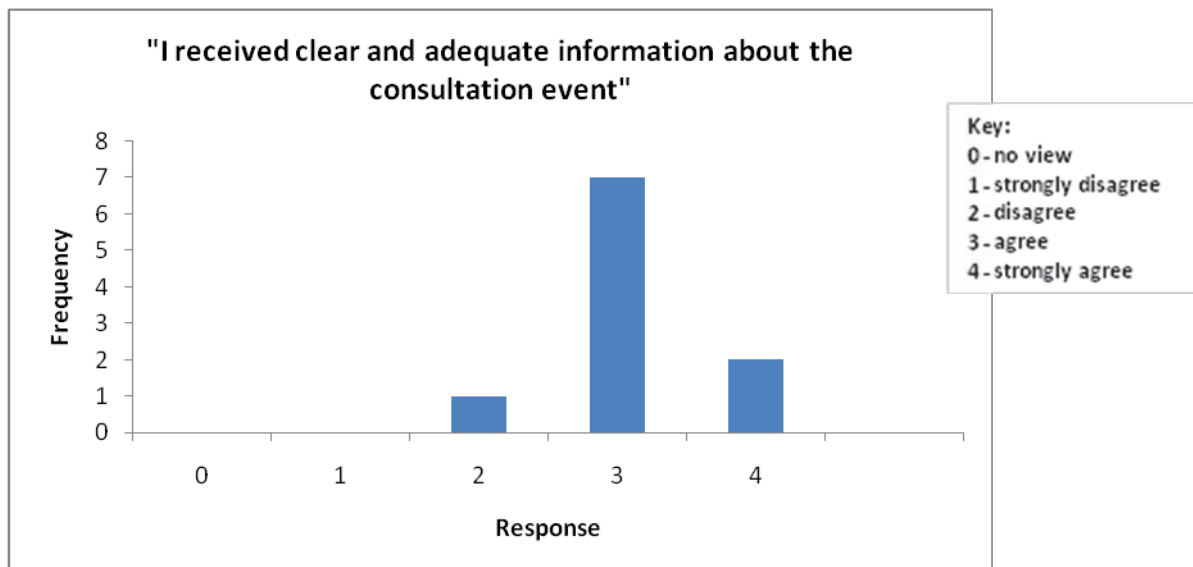
Wallsend Town Centre - 21 completed forms

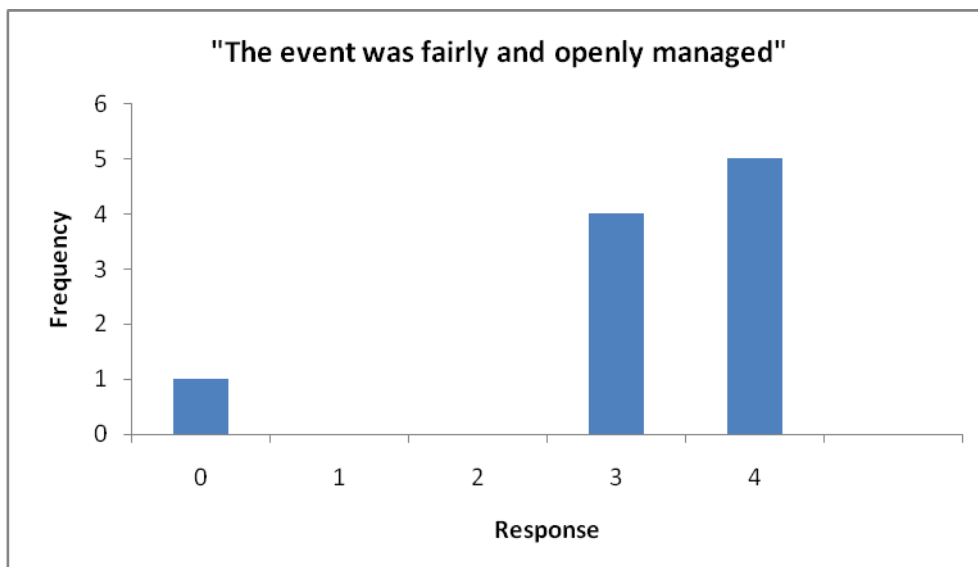
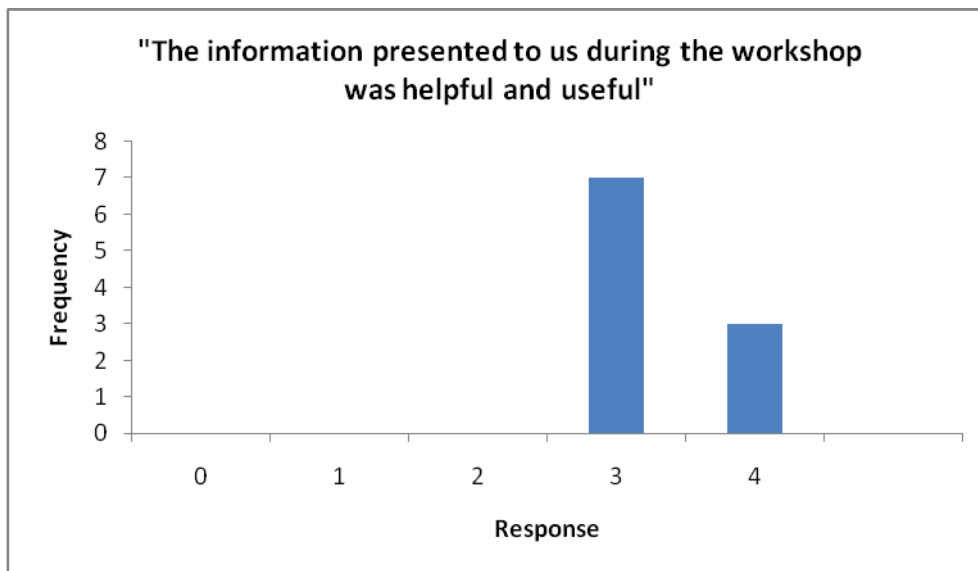
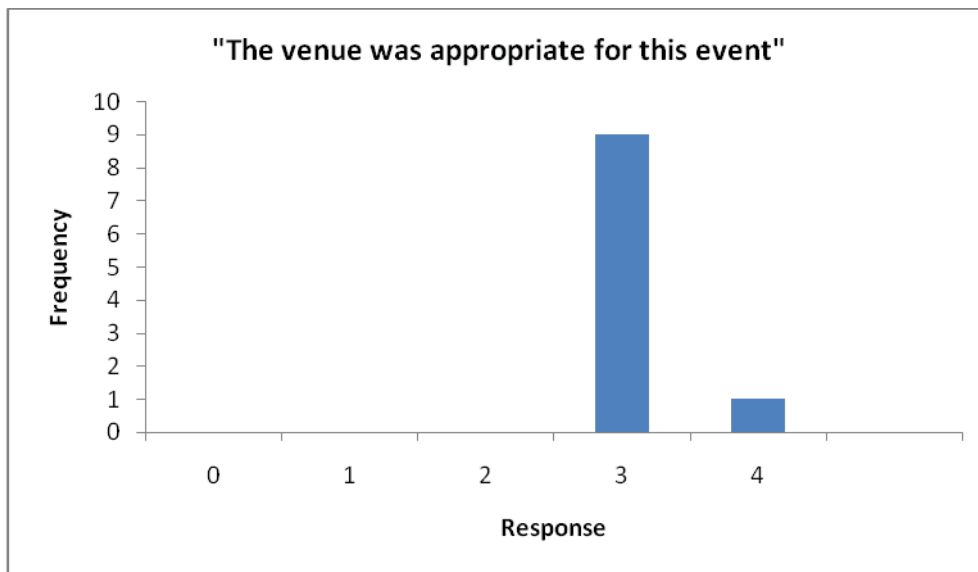
East Howdon - 7 completed forms

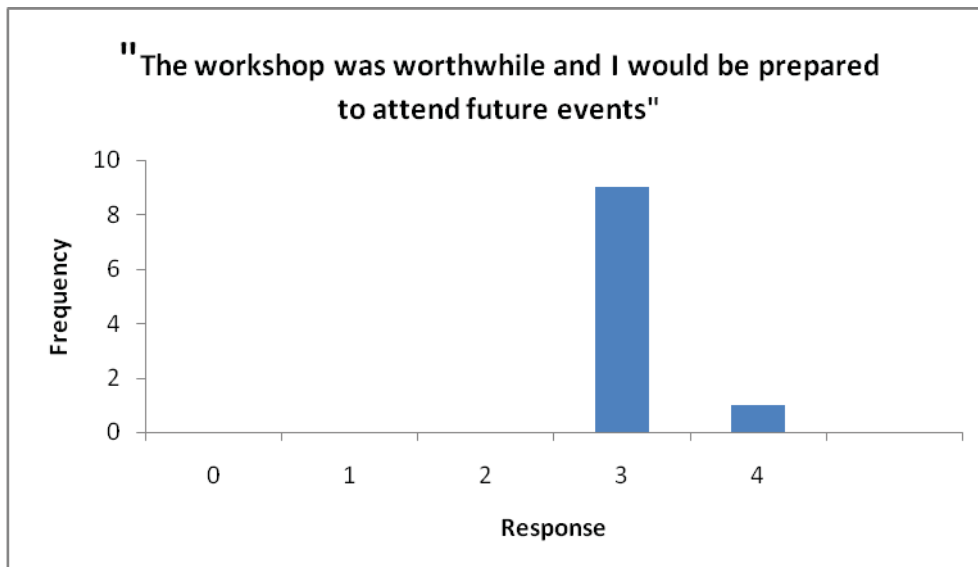
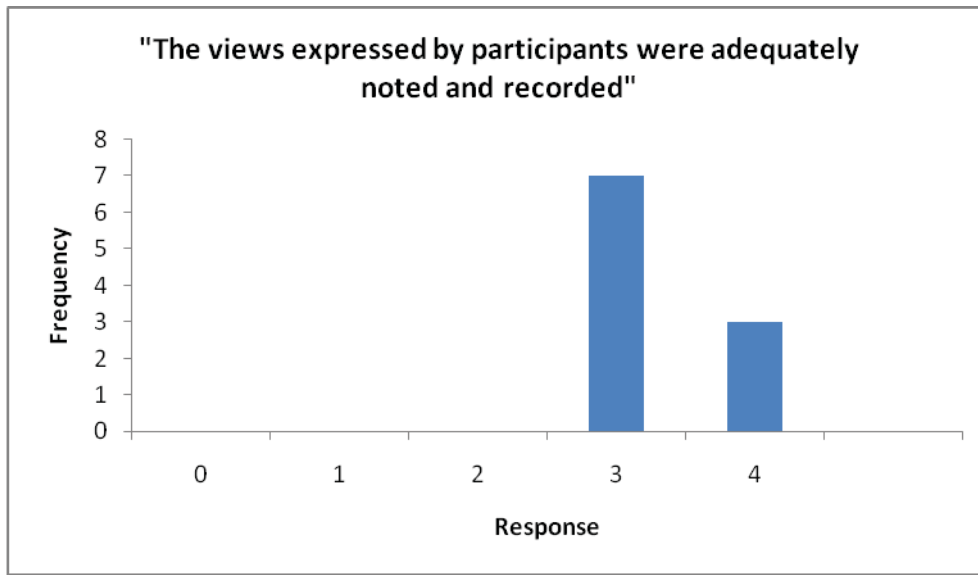
Willington Quay - 12 completed forms

1. Stakeholder and Agency Feedback

- The majority of attendees agreed with the view that they were given clear and adequate information about the consultation event.
- All feedback from attendees showed that they agreed or strongly agreed that the venue was appropriate for the event.
- The feedback from attendees showed that all either agreed or strongly agreed that the information presented during the workshop was helpful and useful.
- Of those attendees who stated a viewpoint, all agreed or strongly agreed that the event was fairly and openly managed.
- All attendees who provided feedback agreed or strongly agreed that views expressed by participants were adequately noted and recorded.
- All attendees who gave feedback either agreed or strongly agreed that the workshop was worthwhile and would be prepared to attend future events.

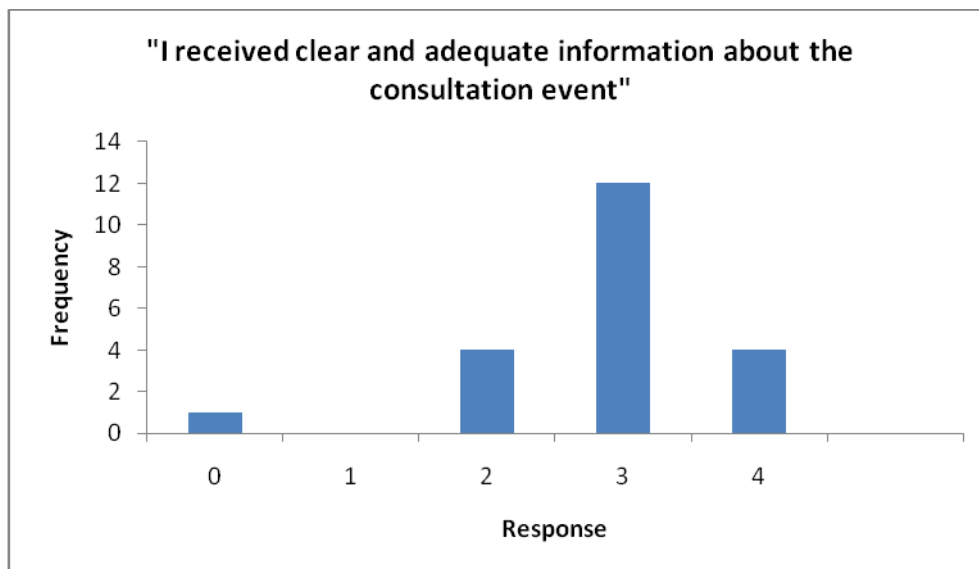


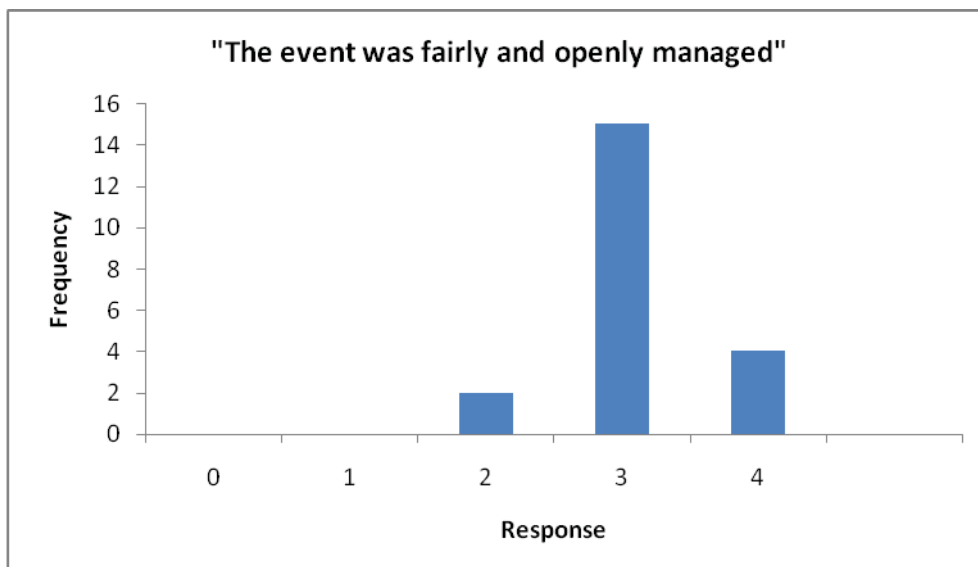
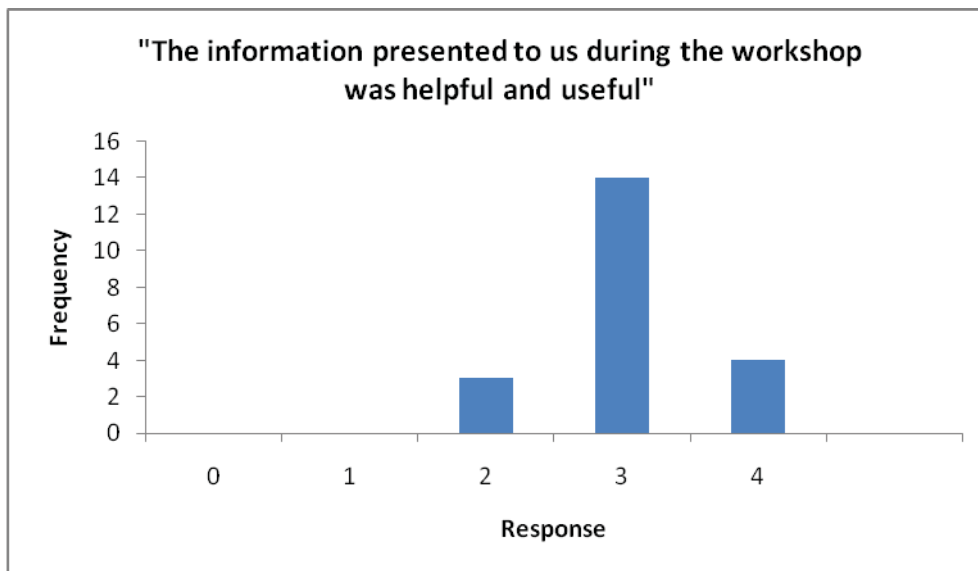
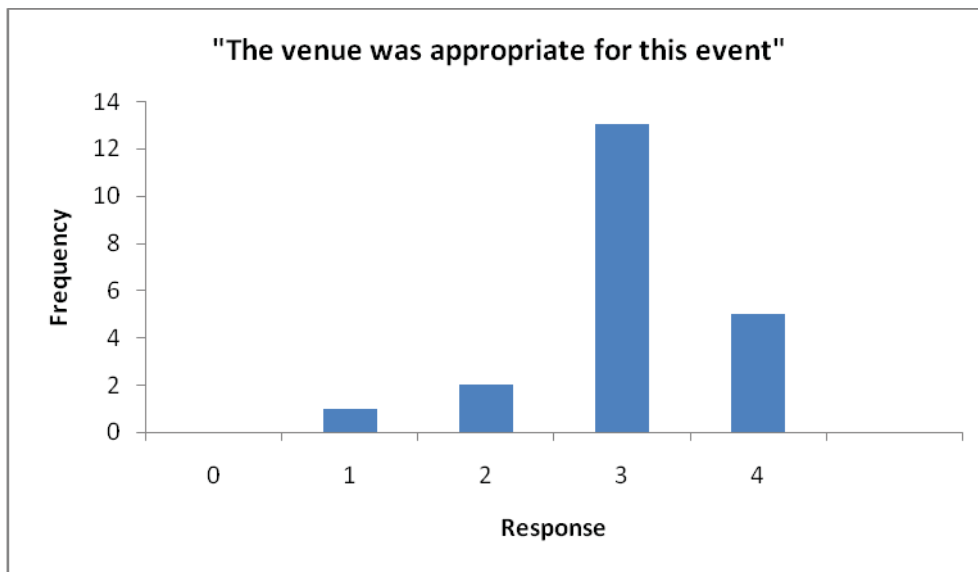


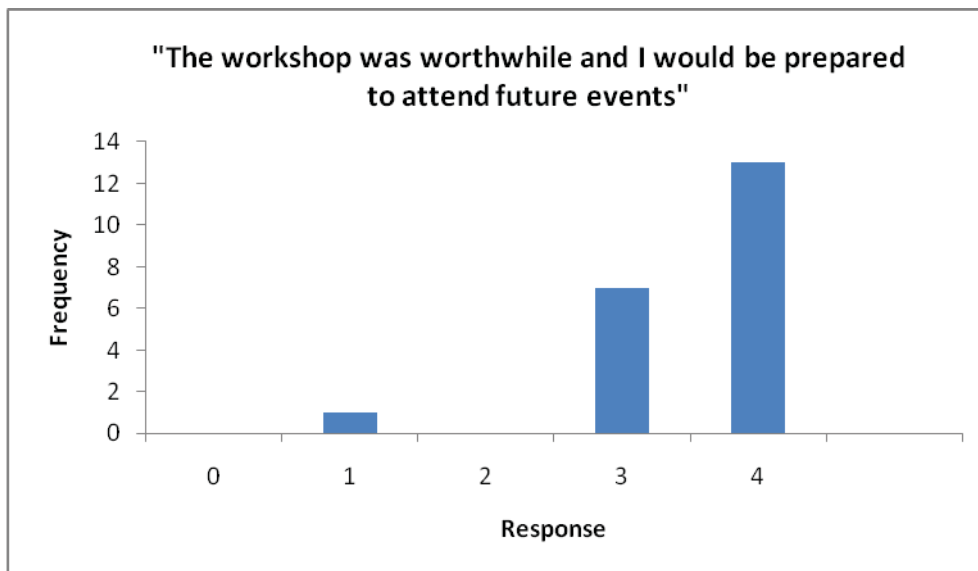
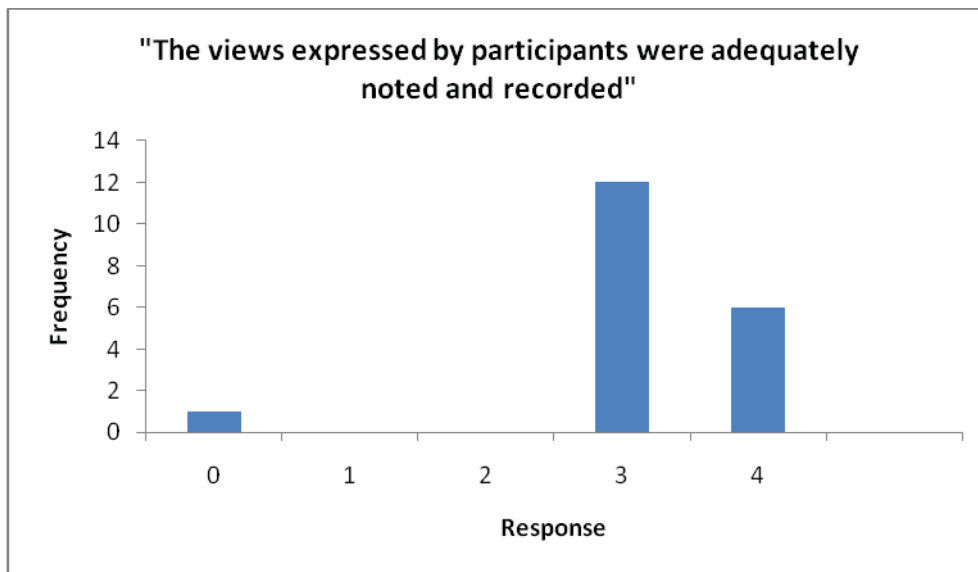
Stakeholder and Agency contd.....

2. Wallsend Community Feedback

- The majority of attendees who had a viewpoint, agreed that they had received clear and adequate information about the consultation event. In addition to this 4 attendees strongly agreed with this statement, however 4 attendees disagreed with the statement.
- The majority of attendees agreed that the venue was appropriate for the event. However some attendees disagreed or strongly disagreed with this statement.
- The majority of attendees agreed that the information presented during the workshop was helpful and useful. However, 3 people disagreed with this statement.
- The majority of attendees agreed that the event was fairly and openly managed, with 4 attendees strongly agreeing with this statement. There were however a couple of attendees who disagreed with this statement.
- Of those attendees who gave a viewpoint, all attendees either agreed or strongly agreed that the views expressed by participants were adequately noted and recorded.
- The majority of attendees strongly agreed that the workshop was worthwhile and would be prepared to attend future events. One attendee however, strongly disagreed with this statement.

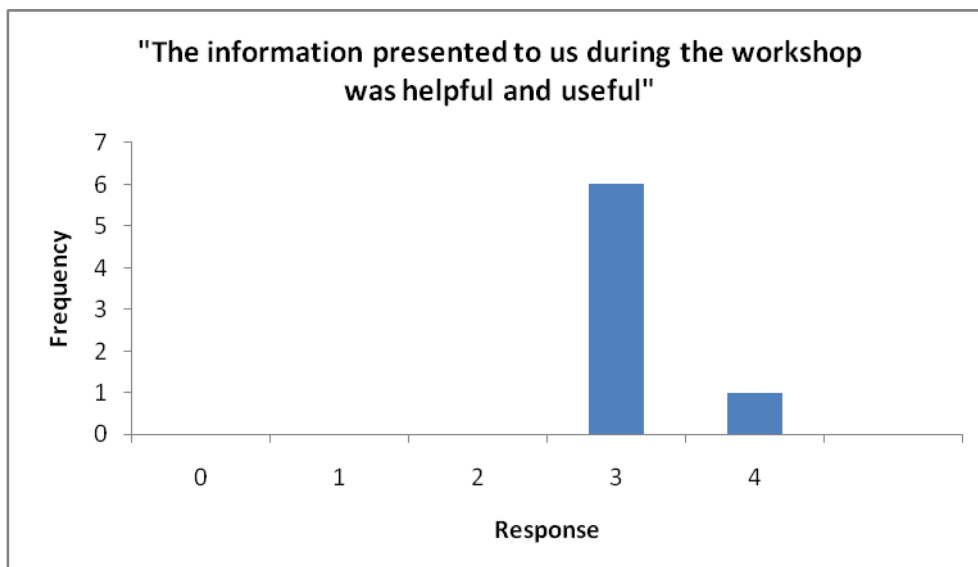
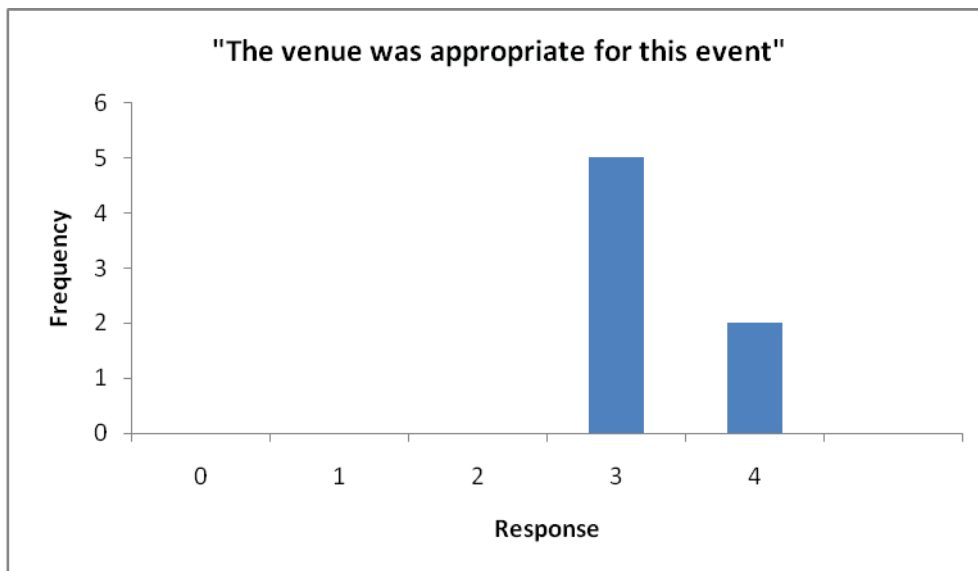
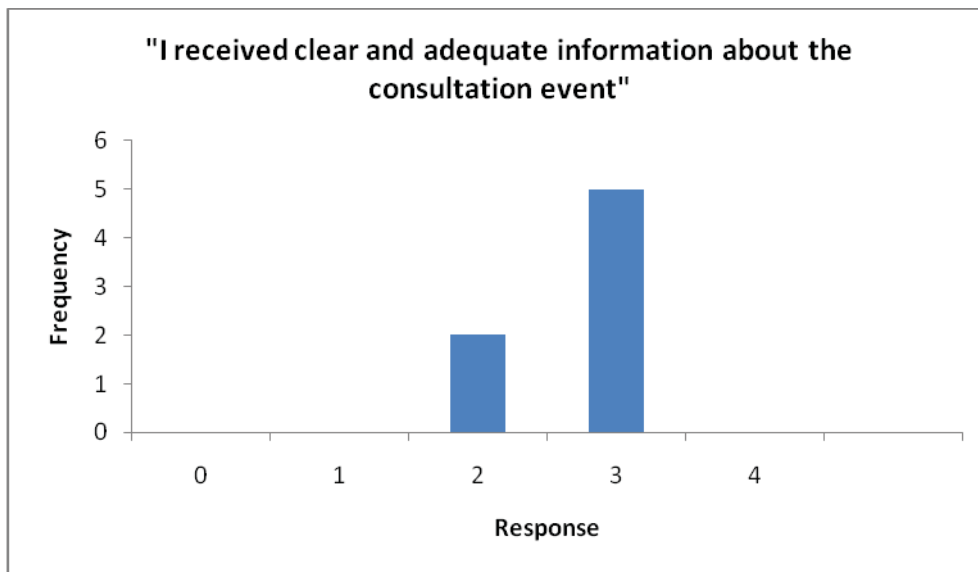


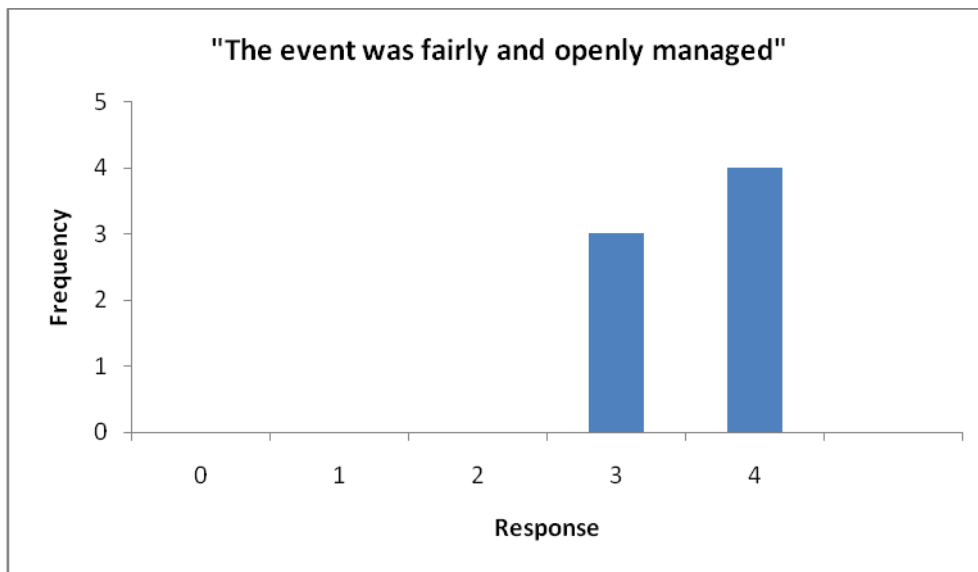




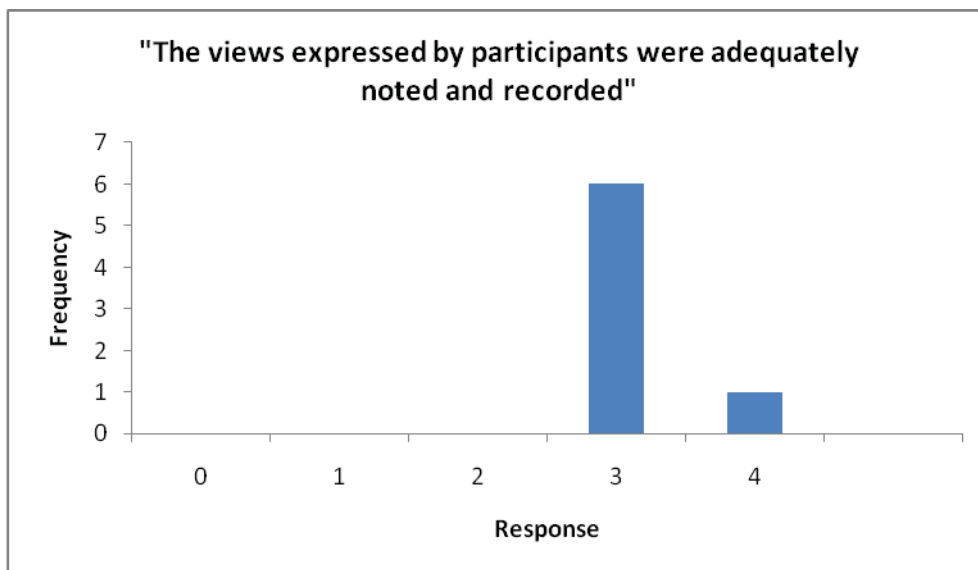
3. East Howdon Feedback

- The majority of attendees who provided feedback agreed that they had received clear and adequate information about the consultation event. However, some attendees disagreed with this statement.
- All attendees agreed or strongly agreed that the venue was appropriate for the event.
- All attendees agreed or strongly agreed that the information presented during the workshop was helpful and useful.
- The majority of attendees strongly agreed that the event was fairly and openly managed, whilst the rest agreed with this statement.
- All attendees agreed or strongly agreed that the views expressed by participants were adequately noted and recorded
- All participants agreed or strongly agreed that the workshop was worthwhile and would be prepared to attend future events.





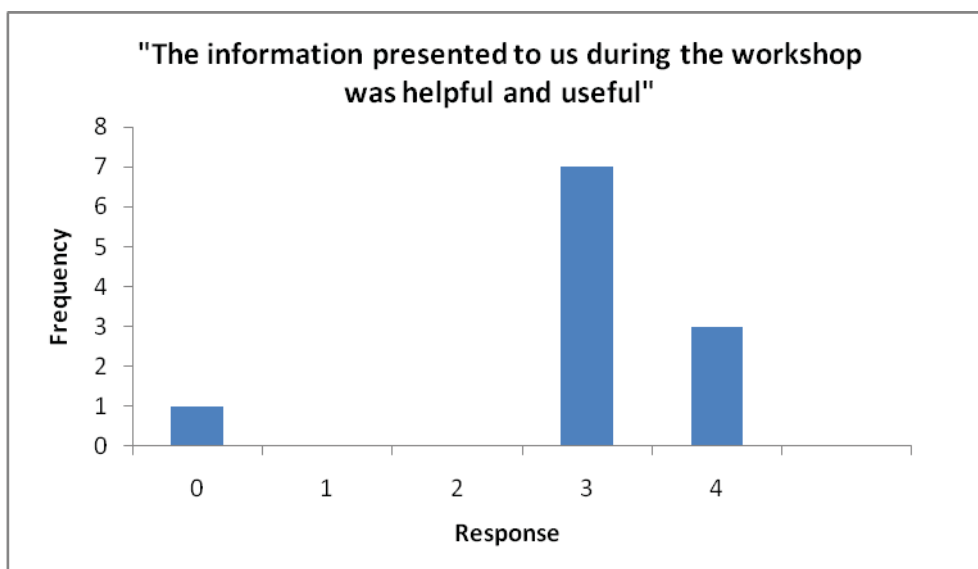
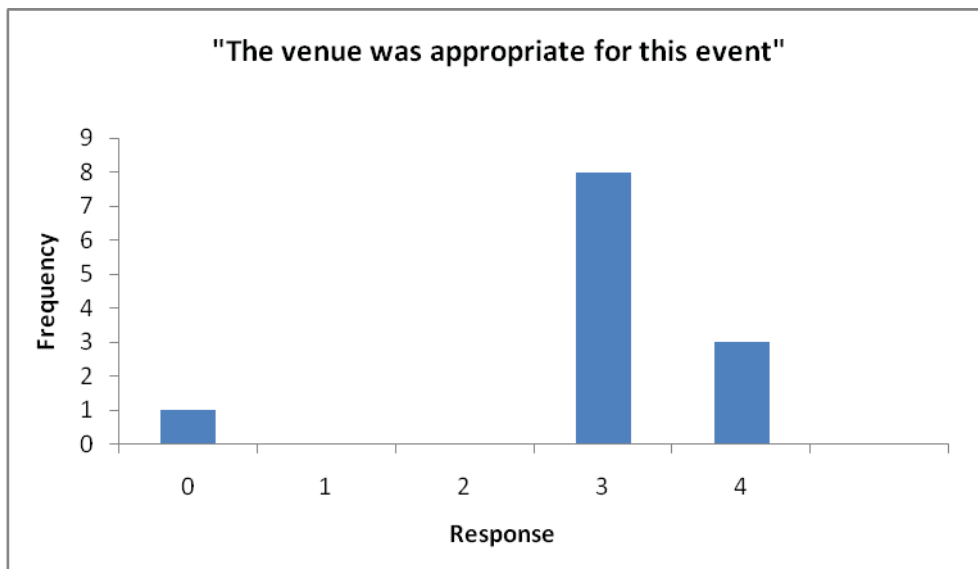
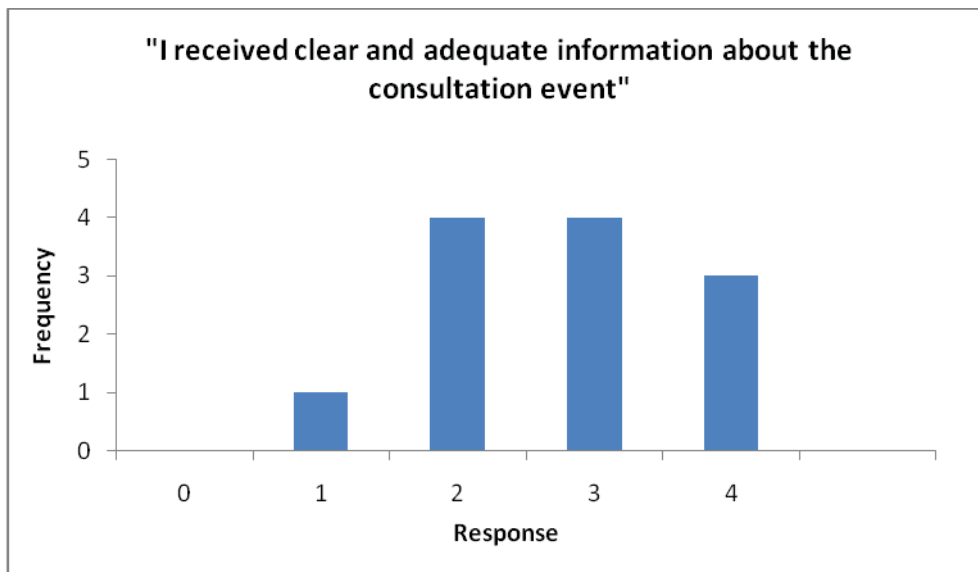
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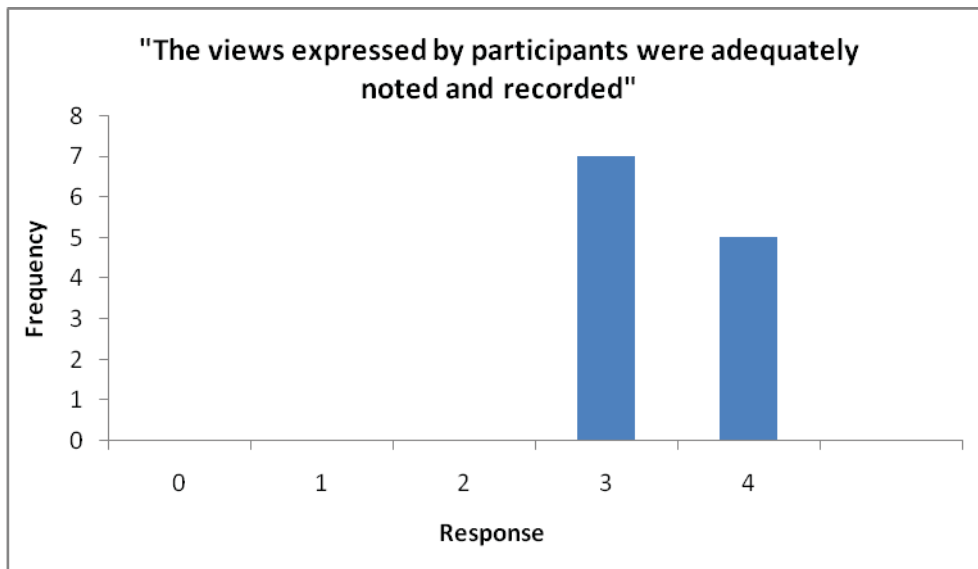
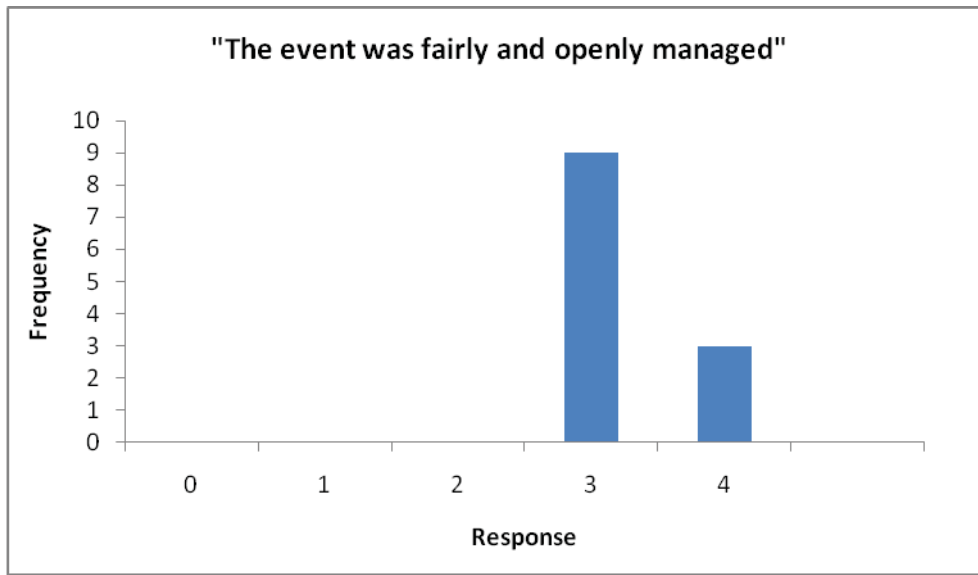


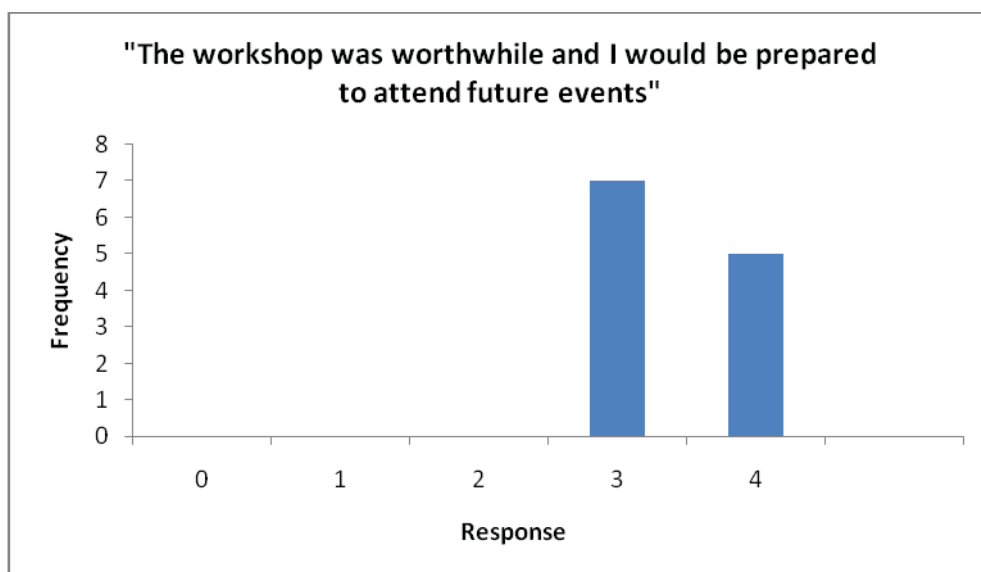


4. Willington Quay Feedback

- Over half of the attendees strongly agreed with the view that they were given clear and adequate information about the consultation event. However, a total of 5 people either disagreed or strongly disagreed with this statement.
- All attendees, who stated a viewpoint, either agreed or strongly agreed that the venue was suitable for the event.
- Of those attendees who gave a viewpoint, all either agreed or strongly agreed that the information presented during the workshop was helpful and useful.
- All feedback from attendees agreed or strongly agreed that the event was fairly and openly well managed.
- All feedback from attendees agreed or strongly agreed that the views expressed by participants were adequately noted and recorded.
- All feedback from attendees agreed or strongly agreed that the workshop was worthwhile and would be prepared to attend future events.



Willington Quay cont'd....



APPENDIX E

STAGE TWO – MASTERPLAN CHOICES

Stakeholder & Agency Session

WALLSEND TOWN CENTRE OPPORTUNITIES

1. Accessible Town Centre and Public Transport Network

Transport and Infrastructure

- Encourage individuality of stations
- Improve security on trains and at stations
- Some stations seem isolated – need better links, lighting, features
- Approaches to Stations are Council not Nexus responsibility
- Wallsend interchange – maintain or replace but keep it somehow. Old Busman's canteen used now
- Integration of taxis into Metro/Bus interchange
- Use buses to promote routes and sites, e.g. Derwent Valley Red Kite Route
- Blueline taxis – relocate to somewhere nearer the interchange
- Does Hadrian Wall bus Start/Stop at Wallsend?
- Cycling and pedestrian maps better distributed e.g. to collect at interchanges but also on signs
- Promote Hadrian's Wall in same way as the Red Kite brand in Derwent Valley, e.g. buses with logos
- Better signage linking public transport, cycle/pedestrian routes, attractions and features – not just at start but along route

Design and Place Making

- Break down the barrier that Metro represents between North and South Wallsend – make more of it, a hub. Don't be apologetic for the Metro, make more of it (again)
- NTC and PTE (Nexus Metro) sustrans should take the lead
- Delivery agencies = private companies
- Policy required defining development and implementation
- Funding – capital investment infrastructure
- Revenue – to deliver new transport lines e.g. revised bus routes for park and ride

2. Attractive Green Linkages

Transport and Infrastructure

- Pedestrian/cycle path from East Howdon to Royal Quays across the derelict land
- Greenlink from Mullen Road down through Parks to Willington Quay Gut
- River access across from Wallsend/ Willington Quay to nice green riverside area in South Tyneside so people can easily use the redeveloped attractive riverside on other side of the rivers on weekends and Bank Holidays

Design and Place Making

- At least level 2, level 3
- Links need to be purposeful and diverse – points to stop and do
- Need to connect the communities and facilities – parks, heritage sites
- Increase river front access beyond Swan Hunter site if possible

3. Upgrading of Hadrian Road***Transport and Infrastructure***

- It's a heavy goods route, will always be an industrial road
- Environment and infrastructure can be improved but be realistic, can concentrate on improving crossing points, upgrading cycling and pedestrian routes
- Also improve public transport links to and from Hadrian Road and improve signage
- Bus routes – through routes not in and out on the same route
- Local residents will always use their own routes
- New/external traffic needs channelling along preferred routes

Design and Place Making

- Clear need for a proper industrial main route – keeps traffic out of residential and town centre (could lead to better pedestrianisation in town) – but does need better moving points
- Greening makes it much better in terms of feel without compromise to its ability to move traffic

4. New Town Centre Residential Offer***Transport and Infrastructure***

- Information and maps available at transport interchange, cycling/walking for people to pick up
- Hadrian's Wall Route – improve route along river skirting industry – pedestrian/cycle tunnels
- Signage improvement to let people know where they are

Design and Place Making

- The huge importance of the existing housing stock to sense of place, community and where Wallsend has come from – need to not lose sight of this in development
- New housing – must be appropriate in terms of grain, scale, etc, drawing on local traditions, not slavishly following
- New developments – not at any cost – may need to wait for development until better economic times rather than going forward with poor quality design
- Lead – NTC/ONE NE, HCA (private sector? Builder)
- Policy – EH guidance on low demand housing. Masterplan for specific framework and cohesion
- Funding – joint venture approach. Conservation area funding, EH area schemes, resourced

Town Centre

- Need to look for mixed tenure approach
- Residents above shops

- Student market
- Flats (large scale)
- Hadrian Road housing – limited access to town centre. Not best place for housing
- Lead – NTC/HCA and private sector
- Policy – AAP (adapt 2010-2011) – e.g. to centre....of retail to residential
- Funding – HCA/PFA/private sector

Possible CPO comprehensive plan, programme year 1-5

5. Sustainable Town Centre

Transport and Infrastructure

- Need to keep bus routes
- Narrow footings – had to locate bus stops and queues
- Rat running through Wallsend Town Centre needs pushing to Hadrian
- Parking – if pedestrianised, where do you park? Utilise more on street parking?
- Knock down forum shopping centre and build new attractive replacement
- Car parking needs to be addressed. Need purpose built car park for industry along river
- High street cost – is it realistic as retail?
- Low value shops are needed by local population who have low incomes!
- If we take them all away and replace with high value will local people be able to afford to use them?
- Industrial car parking – affects community parking and also community aesthetics/access
- High Street East – small industrial estate needs moving

Design and Placemaking

- Crossroads in middle key site perhaps raise level but maybe max of 3/4 storeys with buildings toward Swan Hunter being higher so that topography appears level
- Buildings to be a 'draw' for people to riverfront

Town Centre

- Improvements to Metro required
- Better bus links – need to look at other Town Centres to see how they have done this
- Expand Town Centre to make better shopping area
- Are there any opportunities to attract students to the area?
- Car parking needs to be reviewed – free car park may be required
- Lead NTC
- Policy – public realm strategy linked to masterplan/physical interventions

6. Segedunum: Enhance Heritage and Cultural Offer

Design and Placemaking

- Level 3 preferred – but could be phased through other levels
- Grasp cultural sector opportunities to impact on economic development – tied into development at Wallsend
- Roman fort in its time was the key economic stimulus – modern heritage site retains that potential

- Expansion needs to be dovetailed with other developments – isolated development will not strengthen local offer – but could be seen as a starting point of a cohesive strategy
- Phased development to maximise the archaeology onsite as well as new developments
- Direct links between industry/business and the heritage context – from Roman to modern day – creative industry development and maritime. Roman fort was placed there for a reason – the river – as were all subsequent developments

Town Centre

- Level 3 preferred
- Strategy which enhances heritage and culture
- Masterplan with waterfront
- Linkage from town centre to waterfront

7. Swan Hunter: Strategic Regeneration Opportunity

Design and Placemaking

- Heritage doesn't mean this site should be seen as difficult: what the heritage sector wants to see is something that continues the maritime links and skills that gave Wallsend its reason to develop, while enhancing access, appreciation and interpretation of the Roman and later history of the area. (V. happy with the idea of Level 3)
- A key opportunity would be to attract the new maritime planning agency to this site – this would be a great synergy
- Do need to take account of the archaeological heritage on the site and establish the constraints it gives as equally as possible
- High priority – get one high profile site off and running
- Lead – NTC/ONE NE (Private sector, public sector)
- Public sector body office onsite (maritime agency/NTC)

Town Centre

- Key strategic site
- Education use
- Higher density
- Masterplanning Swan Hunter site and up to Metro link
- Use this area to help the community access the waterfront
- Land owners could be key partners
- Programme: Acquisition in years 1-2, site prep 2-4 years, site development 5-7 years
- Funding – ONE/NTC (land assembly) Infra possible CPO, LSC money EH (Metro Sif2) (European) LSC money, EH
- Resources – project (cross service group)
- Lead: Council/ONE (JV)
- Partner: Lead developer – possible consortium (include education body/pre-let office, EH/Hadrian Wall Co., possibly Twedco)
- Policy: statement through masterplan. Infrastructure statement

8. Reconnecting the Town Centre to the Waterfront

Design and Placemaking

- Level 3 preferred
- Link, particularly between town and Swans is a key to understanding the development of Wallsend, its sense of place – this has always been a key transition route and needs to be preserved and enhanced
- NTC (LSP) Highways, HCA, ONE, NE, Sustrans
- Policy – co-ordinated strategy
- Funding private and public mainly capital

9. Capturing Passing Trade

Design and Placemaking

- Need to see all Wallsend topics in an integrated way – improvements for retail feed more generally into improvements to access and heritage: these work together not in isolation
- Progress options not in isolation

Town Centre

- Level 3 is required however it needs to be linked into a ‘bigger’ redevelopment approach – i.e. masterplan
- Large number of Wallsend residents don’t use Wallsend to shop – but also want to make sure that trade from other town centres are not damaged. Work in town centre needs to be carefully linked to riverside – environmental improvements required
- Stockland – Morrison is a key player – needs to be kept involved. Shopping area needs to be expanded, which may require the demolition of some housing west of the Town Centre. Also town centre needs to have some pedestrian links/no traffic areas
- Improvements to leisure to attract visitors
- Pavements are too small in some areas
- Quality of shops need to be better
- Centre town centre hub/place to gather
- Need to be bold in terms of regeneration
- Retail frontage needs to be improved
- Car parking in town centre is poor
- Substantially capital
- Lead co-ordination – NT council
- Partner – Stockland, Morrisons
- Policy – policy (national & local) supporting – needs a masterplan
- Funding (Substantially capital) – Yes, Council & HCA to match private funding
- Resources – In place
- Programme – 1-5years

10. Re-use of Town Hall

Design and Placemaking

- Very important building in its own right and for the history and development (sense of place) of Wallsend - really would be a disaster to lose or redevelop in a way that spoils the building. By all means look at change, but change that respects what is important

Town Centre

- Level 3 preferred
- Possibly residential
- Don't want to see it being demolished – back of it can be an option
- Expand site to the south
- Refurb old part of building and rebuild back side
- Could be used as a key regeneration site – brief done etc.
- Lead – Council/HCA
- Partner – Residential developer/RSL (EH)
- Policy – needed through AAP, needs to be identified as reserved sites, design guidance required
- Funding – HCA, PFI, NTC
- Resource – NTC
- Programme – 1-5 years

EAST HOWDON OPPORTUNITIES

Transport and infrastructure (notes on map)

- Northumbrian water treatment work will not move
- Could this route be opened up? Even just as leisure pedestrian/cycling?
- Likely to be industrial
- Strategic transport network – TT2 will impact
- Questions on traffic increases from TT2?
- Impacts on A1
- Local junctions since only certain junctions and routes will bring you into site
- Demolish and relocate
- Footpath/cycling to access Royal Quay
- Stephenson Railway linking Percy Main to Silverlink/Cobalt with stop at Tesco

1. To Manage and Sustain

Design and Placemaking

- Any possible relocation and redevelopment must balance and look at heritage importance of the terraces etc. Worst idea would be to demolish the lot for a few key buildings (are any listed in East Howdon?) leaving these isolated, without use, out of their context

2. Grow and develop a gateway

Design and Placemaking

- Where would East Howdon be rehoused?
- Need for 'something else' – feels like a dead-end that you might not be attracted down to
- Clear need to integrate East Howdon to Royal Quays – but this kind of link (housing?) needs to be both a 'North East' design (not the kind of waterside standard design that was part of its first phase) and thought about properly in terms of links East and West down the river (not sites in isolation – leading to feel of gated communities)
- Can the smell issue be tackled - rules out options it can't

WILLINGTON QUAY OPPORTUNITIES

Transport and infrastructure (notes on map)

- Waggon Way link between Hadrian Road and Tynemouth Road could be improved
- Closure of Hadrian Link/A19 link have driven traffic to run through Willington Quay, Rosehill Bank, Churchill Street and Tynemouth Road

1. To sustain communities and respond to new employment markets

Design and Placemaking

- Need to link existin housing (Good, strong street pattern and place-sense) with quality housing to the North (masterplanned with this integration in mind and the historic pattern, not a 'standard housing estate' stuff) to counter its isolation
- River access – possibly low-key, is a key to increasing attractiveness of housing more generally
- Need for right businesses on the Gut – evening and weekend uses

Wallsend Community Session

WALLSEND TOWN CENTRE OPPORTUNITIES

1. Accessible Town Centre and Public Transport Network

- Level 3, high priority = extra parking. Bring in riverside area, possible retail outlets in station and taxi office
- Previous consultation suggested this was important: Atkinson Street was to be pedestrianised as main access route from centre to station
- Level 3 should be the target, Priority: High, Timescale: 0-3 years
- Transport and parking are key to.....regeneration
- Priorities – substantial upgrade of Metro/bus station – interchange option – branding on Roman theme/Roman quarter – boulevard link to swans site
- Visible presence (police/security) of Metro at night
- Move bus station to North of Metro – so all routes can use it
- Create civic square – quality space
- Bus station – memorial hall
- St Lukes church – linking better Metro to forum
- Only level 1 is needed - Level 3 not needed – could separate/act as physical barrier
- Transport is terrible in Willington Quay: "The Bank" is a significant barrier
- Need to integrate bus and Metro: free/subsidised journey to Metro from East Howdon to Willington Quay to Hadrian Road
- Rights of servitude/way along the entire river frontage

2. Attractive Green Linkages

- Plans always have trees in them but it never materializes – key priority for funding to enhance the area
- Type of trees important but lots of them
- Level 1: high priority Level 3: Medium priority
- Young people need to feel that they are a part of the future, skills centres attached to youth clubs – with training – linking to the river – Swan Hunters – create quality sports facilities – loss of sports centre, swimming pool
- No free sports facilities
- Free bus service to...kids and take to sports centre
- Could we have sports facilities on riverfront?
- More youth clubs
- Missing points – need more time to put across thoughts
- Maintain the place
- Existing green spaces not utilized
- Level 3 preferred
- Green linkages are not currently maintained by the Council also the current users of the Gut (The Boat People) should not be disadvantaged by any development

3. Upgrading of Hadrian Road

- Level 3, low priority
- Level 2 is the preferred option for me. With a cycle route which is already difficult to access in places because of current traffic volumes, it would be even more hazardous for cyclists than it is now if Hadrian Road is upgraded. Upgrading has been shown to increase traffic volumes i.e. extra space is

quickly filled with more vehicles. This should be discouraged in view of need to reduce carbon emissions

- Need to understand capacity issues this will create (level 2)

4. New Town Centre Residential Offer

- Level 2 is a good idea to improve general feel of the area.
- Town hall to park road on South side of High street
- Try to relocate businesses close to shopping centre
- Terrace housing drags area down.
- Level 3 - medium priority
- Level 3 – is key to improving the area particularly in areas such as Rosehill
- Need to improve housing in order to attract investment
- Improving housing is a high priority especially areas that are unsafe, have high levels of crime and disorder, residents are fearful of going out
- Need to take account of cycle.....
- This may involve some CPOs and demolition
- Agree..... – convert retail fringes to residential (west and east ends)
- Pockets of renewal required – Jubilee St/Windsor..../Diamond St
- Retain and enhance open spaces – don't build on every one! Create new ones
- Upgrade existing housing
- Keep allotment areas
- Develop existing premises
- Local plan and strategy – choosing the most appropriate intervention.

5. Sustainable Town Centre

- Level 3 incorporating i.e. 2, high priority
- Level 1 – All local shops trade well. Are national retailers really creating a sustainable centre? Pedestrianise the town centre could make traffic a nightmare!
- Level 3 would be....aspiration –changes may not prove financially viable in long term.
- Priorities (1-5 years) – 1. Leisure opportunities – families and young people – in town centre and on waterfront – visitor attractions/adult playgrounds
- Mixed function pm Wallsend waterfront (leisure/education/small businesses/walkways and boulevard)
- Clean environment – new image
- University development – will generate/spawn other components – on Swans site
- Retail core – upgrade and redevelop – better car parking
- Overall points – We want to see change/physical change! Major impact/image change
- Need to engage minority parts of community – can be done via Methodist church on Station road and other churches.
- Decent shops – move library above, coop, redevelop existing library for housing
- Level 3: Yes within a smaller area
- Lack of police presence when police station closes – maintain positive police presence in Wallsend.
- Pedestrianisation of the High street (which is non-residential) will divert traffic (led by Satnav) into the residential streets to the North. This will include the Green (conservation area and village green) and is incompatible with the expressed interest in preserving heritage and open spaces. It will create by default and oversight a new strategic traffic route of a wholly unsuitable nature. The High street has been a non-residential thoroughfare for hundreds of years (part of the Newcastle – North Shields Turnpike Road) and so it should remain. Traders agree.
- Level 1 – wouldn't achieve change needed
- Need to understand aspirations of Morrisons

- Focus on high quality development – glass, stylish, modern
- Not sensible to pedestrianise whole area
- Produce markets, specialist markets
- Level 3 - High priority.
- Library should be located in the town centre

6. Segedunum: Enhance Heritage and Cultural Offer

- Level 3 industrial history museum. High priority
- Priorities agree – enhance Roman heritage offer
- Must grow/exploit maritime heritage – ship building museum/live attraction (swan built vessel)
- Marketing/promotion campaign e.g. similar to W. bay and Tynemouth visitor book
- Think of quirky things – ghost stories!!
- Level 3 would be the salvation of Wallsend. University campus yes! Maritime studies -engineering at N/C....to Wallsend. You know it makes sense!! Maritime museum to celebrate the proud Heritage of Wallsend shipbuilding yes! PLUS: A fishing quay (public) – where people can fish AND buy fish, a..... .. AND an AQUARIUM?? Coast to coast path for Hadrian Road, walkers to be well maintained and cleaned up – make the current facilities into a Nature Reserve. What about a Marina??
- Frontage for – at present poor tourist accommodation – no tourist information centre

7. Swan Hunter: Strategic Regeneration Opportunity

- University would help to raise the profile of the area
- This area should try to maximize the potential of new mining technology: centre of excellence
- Skills college linked to new technologies/guarantee apprenticeships
- Businesses working on the Tyne should part fund college and courses.
- Level 3 including multiversity, high priority
- Level 1 to Level 3 gradually
- Develop new technology – renewables, wave power
- Encourage skilled workers, training apprenticeships, attract new industry
- Swan Hunters was a community – reinstate it as a community through creating local skilled workers
- Educational training for local people
- Pass skills to young
- No reference to residential: previous consultation exercise highlighted need for truly mixed use. The only way for people to own their river is to live there
- Priority has to be the big picture
- What is the real vision?
- Priority: high
- Timescale: 5
- Level 2 and 3 linked together is preferred
- Living in the area wonderful to have a chance for.....without having to travel, sooner please. Who is policing this! Signage for walkers plus with facilities food, tea and coffee etc. lack of decent accommodation!!
- Ferry link to North Shields
- University -.....-with an existing university
- Focus on research and development
- Diversity employment uses on the site – engineering opportunities
- Work with employers to recruit and train local people
- Access to the river is important
- Conference/hotels?
- Level 3: high priority 1.

- Recreation facilities – quality buildings, creating destination safe and secure
- University on Swan Hunter? Are there too many already?
- Hospital on the site? Is there a requirement. Has good access for all of this.
- Heritage museum at Segedunum to enhance tourism

8. Reconnecting the Town Centre to the Waterfront

- Level 3 priorities high, multiversity, linked to townhall, provision high priority
- More cycle routes
- Level 3: site will be developed anyway so this has to be the priority
- 3rd party landowners will pose a significant barrier
- As soon as money is available – immediate priority, early.
- Need to start at least at Level 2 when there is something worth signposting – no point directing people to Swan Hunter site if there's nothing to go to or see.
- Would really like to start at level 3, "think this looks lovely".
- Enhancement to Oceana Business Park – enhancement? What does that mean?
- Renewables area? – explain further please
- Access and continuation-green links
- Create an attractor to encourage movement
- Ferry landing
- River sports – diving, recreational activities on the river.
- Level 3: high priority

9. Capturing Passing Trade

- Level 3 to update town retail centre, high
- Needs level 2 or 3 to make any differences – parking is essential
- Cycle....along Hadrian Road will need to be taken right through to centre.
- Lack of decent "tourist" accommodation
- No tourist information (office) site – (world heritage site)
- More cycle ways
- Welcome to Wallsend – home of the davy lamp! (viz. Davy bank) (as well as Segedunum)
- Redevelopment initially on a similar scale BUT make an iconic development to attract interest e.g. something Akin to "The Gherkin" in London on the current forum site/spread development costs with Morrisons development scheme
- A more.....retail area -.....residential... ..sites(relocation.....)
- Cultural.....-town centre.....Arts centre -...for cultural/.....Wallsend Hall
- Level 3 should be delivered
- Will need to include leisure – 'family friendly', arts/culture – theatre, swimming pool, café, bars, restaurants (need for attraction)
- Management of public services, homelessness etc.
- High priority 1
- Need to encourage employment to encourage retail
- Level 3 is required as incremental change will not capture the market
- Biggest barriers to shopping at Wallsend is lack of transport and poor parking provision
- Should focus on local shopping

10. Re-use of Town Hall

- Level 1 = Business centre and parking, high
- Last consultation – series of community uses as opposed to redevelop. Should it benefit the community?
- Wetherspoons/Brewers Fayre?

- Keep main building, demolish.....buildings: redevelop new offices at rear and retain main building for community.....
- Priority: medium
- Timescale: 3-5 years
- Want to keep Town hall definitely
- Retain façade but what to do internally
- Level 2 – best use could be residential, or a museum
- Tourist information office
- Wallsend museum, similar to South Shields
- Retain current character
- Cultural centre
- Museum
- Level 2 preferred
- Potential hotel uses?
- Conference facilities

WILLINGTON QUAY OPPORTUNITIES

- Connection to waterfront at Willington Gut supported
- ? ? and Blyth-good example
- Concern about vandalism and safety of residents living areas
- Concern over maintenance.

East Howdon Community Session

EAST HOWDON OPPORTUNITIES

Notes from maps

- National marine agency planned for North shields – expand on N. Sea.....with new school of marine sciences facility.
- New development to link communities
- Tyne as a European maritime centre
- European/North sea heritage centre, ‘Scandinavian links’

1. To Manage and Sustain

- More detailed consultation needed with East Howdon residents. No local residents attended event: difficult to comment on the future of their neighbours
- Potential to relocate residents to Willington Quay, but further consultation with the residents is essential
- Cost of relocation could be prohibitive
- Using Esso land to support and connect this area – create a pleasant environment and destination
- Refurbishment of housing and tackling absent landlords
- Better transport links – will bus link be retained with tunnel changes
- More shops and facilities – one stop shop type facilities
- Green links to Redburn.....park important. National cycle route could be included
- Needs to be somewhere people are happy to bring up their children
- East Howdon and Willington Quay have suffered over the years – they need to be prioritised
- Manage and sustain is not an option – new housing stock required including full relocation
- High priority for masterplan
- If money is available should happen as soon as possible
- Move East Howdon down towards the river. Give the residents and owners the opportunity to improve their housing and health by moving away from sewage works
- Keep all industrial units that do not require river access to one central place

2. Grow and Develop a Gateway

- Develop links with Northern Europe – European/North sea heritage centre
- Tyne as a European maritime centre – national maritime agency in N. shields could we add an expanded facility for research – school of marine sciences NCL. Uni – potential for spin off and associated skilled businesses – ‘A for the sea’
- Steam railway (Stephenson) in Esso land – new museum with working railway
- Need to use Esso land to reconnect
- Education centre – was one in the area
- International reputation and influence
- Economic and cultural links to Scandinavian countries and Scotland
- Marine community, not necessarily in Howdon but could
- Improve shopping at Quayside as part of enhancement – need food shopping
- Continue to improve destination to allow more tourists to visit, for example cruises, particularly leisure
- What happened to the linkage of the Stephenson museum Rainway and Royal Quays? NTC had the money from Europe and started the job and it stopped just behind East Howdon with just a new track formation laid. This is a missed opportunity to link the Cobalt/Silverlink/Royal Quays with trains in the week and steam trains on the weekend, with an interchange at Percy main with the Metro

Willington Quay Community Session

WILLINGTON QUAY OPPORTUNITIES

Notes from map

- River as leisure
- Boat transport between events
- Better linkages with Waggonways. More obvious routes through The Burn would be good.
- Burn is unattractive
- How do we ensure new industries recruit local people?
- What about the location of a technical college nearby?
- If the industries located on the river front do not need river access – why are they there?
- Metro is unattractive
- What is going to happen to the Park?
- How can this road sustain more housing?
- What if evidence of Roman remains are found in the area?
- What about the E/W C2C cycle track?
- Intermittent walkway along the river
- Would they locate next to recycling/demolition uses adjacent
- Why does this have to be on the river?
- Need to address access south bound
- Screen not enough-they shouldn't be near residential
- Potential East Howdon relocation
- Why not build new residential community here up to river edge and green spaces and river walkway

1. To sustain communities and respond to new employment markets

- Already building new housing in the area so level 1 would be disturbing
- New development needs to link existing areas together – avoid isolated pockets.
- Concerns about traffic increases in residential areas due to new residential development
- Howdon Lane/Tynemouth Road particularly problematic and noon hour-need to discourage through traffic down Howdon Lane.
- To retain natural feel of The Burn, but formalize use for pedestrian and cyclists and apply and maintenance and management initiative (safer, cleaner, better maintained)
- Parking needs to be improved at Segedunum and Willington Gut to encourage more visitors
- Wagon ways/cycleway connections to be upgraded and better signage to direct users to town centre and Segedunum
- Need to balance the needs of road users to encourage town centre visits, but to create safer neighbourhood streets
- Need to bring back jobs/employment users into north bank and enable local residents to access new opportunities
- Important to upgrade heritage-improve museum offer and ensure that all new development allows arch. exploration before development
- No more big industries please. Level 2 to level 3 change would be ideal
- More jobs but to enhance the area: no dirty industry
- Want to be part of the Newcastle regeneration: make North Bank a beautiful place
- Community and river to link – no industrial barrier
- Can't get away from the waste treatment problem.

- Take out all dirty uses otherwise all else is futile: level 1 not a option, current environment is unhealthy and seriously affects quality of life
- Levels 2 & 3 fine but can't happen while current occupiers remain
- Links to new Tyne tunnel South bound. Need to be addressed-current scheme will blight the area and encourage traffic through residential area
- Link off East Howdon, bypass would solve this
- Need amenities and facilities – this has to become a place people choose to live. It needs to become a healthy and attractive place to live

Willington Quay and East Howdon Opportunities - Accessible Town Centre &Public Transport Network

- Improve bus transport links throughout area especially steep banks, communities are isolated
- Possibly use the river for transport – leisure events along river and north to south
- East Howdon is isolated, needs better bus routes

APPENDIX F

BURNSIDE COMMUNITY COLLEGE AND WALLSEND BOYS CLUB SESSION

Good things

Super snooker
 Wallsend Boys Club x5
 Community/People who live in the area
 Wet 'n' wild is a good crack
 Bowling alley (next to No Frills) is quite good x2
 NUFC training ground
 Plenty of shops (local)
 Good facilities at Burnside
 Building new places
 Bike tracks
 Hadrian's Wall
 Segedunum
 The Buddle
 School
 Royal Quays
 The Silverlink retail park
 Rising Sun Country Park
 School and swimming pool

Bad things

Wallsend has a poor reputation – it needs a new name
 Nowhere for young people to go without it being wrecked by Chavs
 Nothing to do x4
 No cricket club anymore
 No decent facilities
 The shops
 Parks (Wallsend Park)x3
 The water (river) is a health hazard
 Raw meat smell
 Vandalism x3
 Streets
 Forum
 Metro - Chavie

Would like to have/needs

Cinema
 Local pool
 Bingo Hall
 Better shops – like Tesco, Asda, New Look, Claire's Accessories, McDonalds, Primark, Topshop, music store, Topman, Game, Next, Starbucks, Borders bookshop

More local activities
 More fairs
 Housing near the river
 Walkway to the river bank
 Water skiing on river
 Improve driving range
 BMX track should be brought back
 Re-do the park
 Fishing
 Tennis court
 Goal posts on playing fields
 There should be boat trips and fishing trips
 Better and bigger houses x2 – not small house
 New buildings
 Riverside restaurants – more glass with views of the Tyne x2
 Marina x2
 Parks – grassy play ground
 Houses
 Leisure
 Hotels
 Ice rink
 Reduce the amount of industrial estates
 Restaurants, pubs, attractions
 Social areas, fun fair, park, ice-rink, bowling, soft play areas
 Green spaces
 River treatment
 High School (maybe Primary too) at the waterfront
 New Barn Bridge
 Balmory Houses – colours
 Get rid of the warehouses, industry – make Swan Hunters a museum and have riverside restaurants
 Leisure facilities - Skate park, Roller rink, Retro bowling alley
 Get rid of industry
 Eco-houses
 People to generate their own electricity
 Environmental workshops – how to be eco-friendly
 Wind turbines
 Field to walk dogs
 Teenage places to keep us occupied

Colour of Wallsend now

Dark blue
 Black x2 – dull, no shops or good facilities in Town Centre
 Brown – dull, uninteresting
 Dark brown – litter, dirty - river

Grey x 2 – old, outdated, not much use

Red

Dirty

Grey/black for river because it smells, is dirty and polluted

Camouflage/khaki green, because it doesn't stand out it sinks in

Colour of Wallsend after changes

Clear

Bright colours

Pink

Orange

Bluish

Greeny/blue

Light colours

Yellow

Bright green – clean and tidy

Light blues and greens depicting waterfront

Baby blue – really nice colour, very attractive

Nature colours – spots of bright colours to invite you in – green

Neon colours – pinks, purples, yellows, blues

APPENDIX G



RIVER TYNE NORTH BANK

Strategic Framework and Masterplan

CONSULTATION WITH WALLSEND BOYS & GIRLS CLUB

Questionnaire

1. What is good about Wallsend Town Centre and the River Tyne North Bank area?
2. What do you like most about this area?
3. What do you dislike about Wallsend Town Centre and The River Tyne North Bank area?
4. What would you like to see change in this area?
5. What would you like to see stay the same?
6. What is the one most important thing that would help to make this a better place for you?

Name:

Age:

APPENDIX H

RIVER TYNE NORTH BANK

Strategic Framework and Masterplan

CONSULTATION WITH WALLSEND BOYS & GIRLS CLUB

Questionnaire - Feedback

1. **What is good about Wallsend Town Centre and the River Tyne North Bank area?**
 - That you don't get sliding tackles
 - The Forum x2
 - The Park (Richardson Dees) x2
 - Segedunum x3
 - Wallsend Boys Club x5
 - Nothing x2
 - Big shopping area
 - Footy facilities
 - Good shops x2
 - Make new friends
 - Sports Centre
 - The convenience of the shops
 - Nice and good area to be in
 - Football
2. **What do you like most about this area?**
 - That you can play football till ten
 - The Forum x4
 - The Park x3
 - Family and friends – friendly environment x3
 - The Boys Club x5
 - The football
 - Everything
 - Wallsend Sports Centre
 - The sports facilities
 - Nice pleasant, quiet area to live in
3. **What do you dislike about Wallsend Town Centre and The River Tyne North Bank area?**
 - That you get pushed all the time
 - Its messy x2
 - Not enough shops x2
 - Shops
 - Parks
 - Nothing to do for kids

- Not really much to go to
- Nothing x3
- No game shop
- Shopping centre
- Chavers x2
- Wallsend Park because people drink alcohol and I feel unsafe
- Wallsend people
- There's not a lot of places for kids to go
- Chavers that go around causing trouble
- Pidgeons

4. What would you like to see change in this area?

- That you get to go in the box
- A lot. New shops x3
- More community centres and activities for children x2
- Parks
- More places to entertain kids
- More facilities
- More football facilities
- More pitches
- Boyza – so it's better x2
- Park
- Nothing
- Don't know
- Lots of lights – more fields which are light
- More youth clubs, better policing
- More facilities and activities on offer to children and others
- Wallsend Park to get better
- Better sports facilities with bike locking area

5. What would you like to see stay the same?

- No sliding tackles
- The Forum x2
- The Park x3
- Segedunum
- The people
- Wallsend Boys Club dancing
- Wallsend Girls Club football
- Everything x2
- Forum x2
- Bigger boys club with better pitches
- Shopping Centre
- Everything
- Sport at the Boyza
- Wallsend Boys Club

- Wallsend Sports Centre
- The area – like the Boys Club and golf course and Wallsend Tyne centre
- Bus stop locations

6. What is the one most important thing that would help to make this a better place for you?

- More people come on Tuesdays
- Parks and shops x2
- Bigger Wallsend Boys Club so girls get better facilities x3
- A bigger and more improved Wallsend Boys Club which will provide a safe environment for all kids
- More dancing on at the Boys Club
- More facilities around the area
- Football
- A new bigger and better Boyza x5
- Footy facilities
- More facilities
- Nothing
- More fields that are light
- Make people feel safer walking the streets

Appendix B: Material Exhibited to the Community in September 2009

Background and Aims of the Study

was commissioned by North Tyneside Council (NTC) One, Newcastle City Council (NCC) and the Homes and Communities Agency (HCA) in October 2008 to prepare a Strategic Development Framework Plan for the regeneration of the North Bank of the Tyne.

The study area stretches from the Walker Riverside Industrial Park in the north to the Smiths Dock in North Shields and includes Wallsend, Willington Quay and East Howdon.

The area includes almost 10 kilometres of riverfront, which has seen a lot of industrial and marine development over the last 200 years. The area has suffered decline in recent years with the loss of jobs in manufacturing and shipbuilding which has had an adverse impact on the local communities. Large areas of the waterfront remain unused today.

The Strategic Development Framework Plan will put a strategy in place to regenerate the area over the next 15-20 years.

Understanding of the Area

The study was carried out in the area to find out about its history, its character and how it has changed in recent years. We have looked at the strengths and weaknesses of the area, we have identified key issues for discussion and we have shared our ideas on the opportunities for change with the local businesses working in the area.

The study highlights some of the key challenges and opportunities in the North Bank area:

- High levels of unemployment and inactivity;
- Low productivity occupations;
- High levels of unemployment and Incapacity Benefit claimants;
- Skills deprivation acute despite district-wide regeneration efforts.

- Opportunities in high value and growth sectors;
- Assets to create attractive and competitive waterfront;
- Opportunity to create something distinctive for the region.



The Study Area

Community Engagement Events

There are four stages of community engagement. The first two stages have been completed as set out below:

Stage 1	Advanced networking and dialogues December 2008 - February 2009
Stage 2	Issues and Vision sessions in Wallsend, Willington Quay and East Howdon – February 2009
Stage 3	Option & Key Choices in Wallsend, Willington Quay and East Howdon – March 2009
Stage 4	Exhibition of the Draft Strategic Development Framework Plan: September 2009

The results of the Stage 1 and Stage 2 community engagement events were presented at the Stage 3 events in March.

The purpose of the March community engagement events was to consider the opportunities and options for change in Wallsend, Willington Quay and East Howdon and to obtain your views on the options. A separate Community Consultation Report has been produced and is available on the website with the full results of the community engagement events.

Bank Waterfront Industrial Corridor

term prosperous economy for Wallsend and the North Tyneside in the marine sector, environmental technologies, engineering and marine design);

developing the skills of the workforce (training, apprenticeships, higher education and enterprise);

must meet the aspirations of local communities to improve their quality of life and local benefits;

bad neighbour/polluting industries in the Wallsend and North Tyneside area (by policy and enforcement) – residents see this as a major issue;

opportunities to move dirty industries (waste water treatment plant) – away from residential areas and communities – non-compatible uses is not considered enough;

uses that really need the waterfront for their businesses should be encouraged to stay on the waterfront. Consider relocating uses that don't need to be on the waterfront;

encourage businesses/companies to recruit from local people where possible.

Quality of life and community

Improved housing should be provided in the area;

any new housing should relate to the local style of the area, but also to the needs of the community; ideas;

of 'The Green' as a distinctive conservation area – core of the area and the area's identity;

consideration should be given to the future of East Wallsend, including the opportunity of giving residents new housing that will improve their health and circumstances.

Transport

Streets/roads to be re-configured – avoid rat-running and inefficient movements. Consider re-routing HGV's where possible.

Appropriate parking – essential for Wallsend Town Centre and also in employment areas.

D. Heritage

- Aspire to create a linkage between heritage and the modern community – culturally, physically, brand-wise eg Roman 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 of funding.

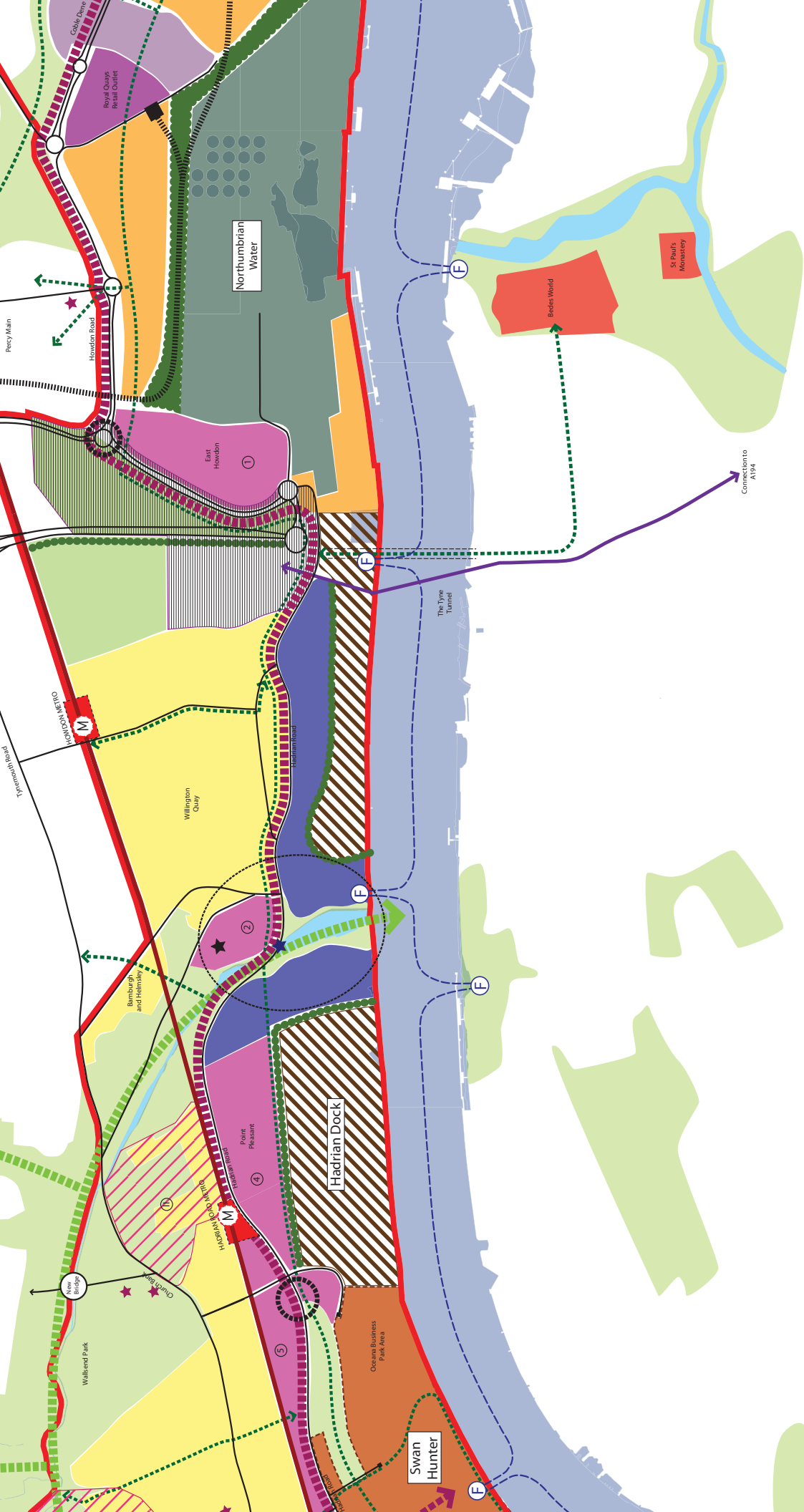
E. Wallsend Town Centre

- 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 shopping;
- Swan Hunter site is pivotal – at end of historic spine connecting The Green, High Street, Segedunum and Tyne riverside area.

F. Other

- Maintenance and management of green links, open spaces, etc. to be improved;
- Retain (encourage) strong sense of community and identity in the area;
- Signage and public realm improvements – especially footpath/cycle corridors;
- Reputation/branding/image of the area to be dealt with through a process must transform image;
- Aspiration for quality development – eg attractive built environment, views;
- Deliverability and clear cost/funding and agency responsibility is much scepticism – need confidence that some things will happen. If nothing does – things will spiral downwards.





- Enhancing Existing Green Space

Strengthening Strategic Green Links

Strengthening Recreational Corridor

Introduce and Strengthen Green Buffer

Conservation Area

Road Corridor Improvements

Major Roads

Distribution Roads

Existing Metro Link

Possible Stephenson Railway Link, New Interchange Extension

Upgrade MetroLink Station

Potential Ferry Link

The Tyne Tunnel

Entrance Gateways and Markers

Tyne Tunnel Land Area

Retail Provision

Leisure

Consolidate Wallsend town centre retail offer

Segedunum Opportunity to expand leisure and heritage

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

4. Marine Engineering

5. Training and Development

Office Space or Businesses for uses / occupiers attracted by a distinctive and well connected riverside business location (e.g. law firms and professional services, property services, public sector)

Existing Marine Engineering/Renewables

Marine Engineering/Renewables (Oil & Gas etc)

Principles for Regeneration

Promote the regeneration of the River Tyne North Bank waterfront over the next 15 – 20 years, as a key location for offshore marine industry, the sub-sea technologies and marine renewables, and particularly for providing waterfront access;

Assembly of large sites along the waterfront area from Walker Howdon yard, to accommodate the marine related activities outlined

Development of inappropriate uses along the waterfront area from the Howdon yard which could undermine the objectives outlined

Development of buildings and appropriate screening on key sites to shield existing residential areas from the effects of businesses operating outside normal working hours and/or generate high

Use of land/sites into productive use and address land remediation, infrastructure issues;

Use of 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 investment;

Provide training and learning opportunities in the area;

Provide improved housing outside the riverside and key employment

Provide a variety of pedestrian and cycle routes including new access points to key locations;

Ensure the unique characteristics of Wallsend and its identity are preserved and

Riverside

Ensure the Walker Riverside area is fully developed and occupied. This includes Wellstream and Duco. Land in the northern part of this area (the Neptune Yards) is in private ownership and is being developed. The Neptune Yards is being remediated with a funding contribution from the Council. The Council also has significant control of land and properties in the area and is working to consolidate sites and work with the private sector to develop activities including renewables and supporting supply chain

Quay

Use the advantage to Willington Gut and Hadrian Road as a focus for new development in the area;

Provide access to the waterfront at Willington Gut;

Implement appropriate buffer/screening between uses;

Improve pedestrian/cycle links;

Protect the landscape and environmental quality of Wallsend Burn.

Wallsend

Key proposals:

- Revitalise the town centre by creating a more attractive and vibrant environment;
- Improve the quality and choice of housing in the town centre;
- Provide a safer and more accessible metro station with improved interchange status;
- Create a landmark redevelopment of the Swan Hunter Site in line with 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 the Swan Hunter site with reference to industrial and maritime history potentially including the Swan Hunter site;
- Through the proposed Learning Village address some of the local labour market issues, drive up local adult skill levels and provide learning opportunities to help local residents access jobs;
- 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;

East Howdon/Port Area

- Improve the environment along the waterfront and identify 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 the role and function of the port as a gateway to the area;
- Consider opportunities to improve the Stephenson Railway Station with the transport network, possibly extending to Royal Quays.



1. Walker
2. Wallsend
3. Willington
4. Port/Howdon

into the Strategic Development Framework Plan that will transform the River Tyne North Bank area over the next 15 – 20 years. It also shows some ideas for key projects that are being considered.

Strategic Development Framework Plan

The delivery of the Strategic Development Framework Plan will involve a number of key steps:

1. Developing policy (through Interim Planning Guidance, the Core Strategy and Area Action Plans - AAPs) to guide the development of the area and to produce more detailed plans to manage implementation of specific projects.

2. Co-operation of land owners and interested parties at an early stage in the delivery of the Strategic Development Framework Plan; and

3. An approach to land assembly. This will be facilitated through the establishment of a strategic partnership working between the public and private sector to manage the process of relocating existing occupants (where appropriate), the delivery of the Strategic Development Framework Plan; and a development which is flexible enough to respond to market demand and the changing needs of the community.

Wallsend Town Centre Vision

The illustration below shows an artist's impression of a new Learning Village development positioned along Hadrian Road and immediately next to an existing pedestrian connection from Wallsend Town Centre to the waterfront area. The waterfront area is mainly reserved for marine industry and marine enterprises which will incorporate some office development. It also provides an opportunity for the expansion of heritage and cultural activities next to the waterfront area. The waterfront area also provides an opportunity for a new ferry berthing point and the potential for a boat or ship which could become a major maritime attraction for the site.

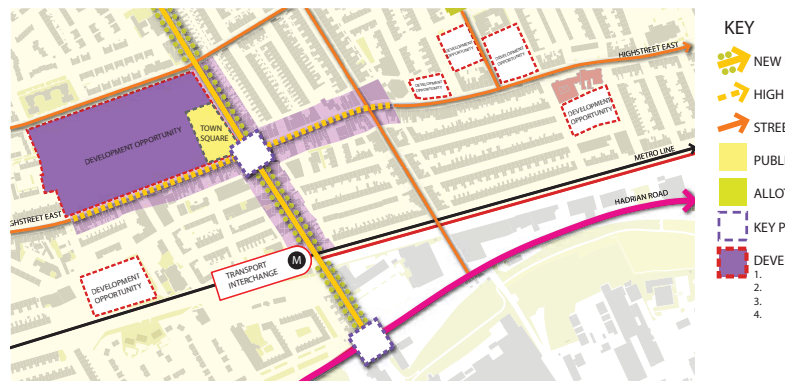
The Learning Village will oversee the redevelopment of the Swan Hunter Site and will oversee the process of entering into an agreement with developers to develop a new scheme.



Wallsend Town Centre Vision

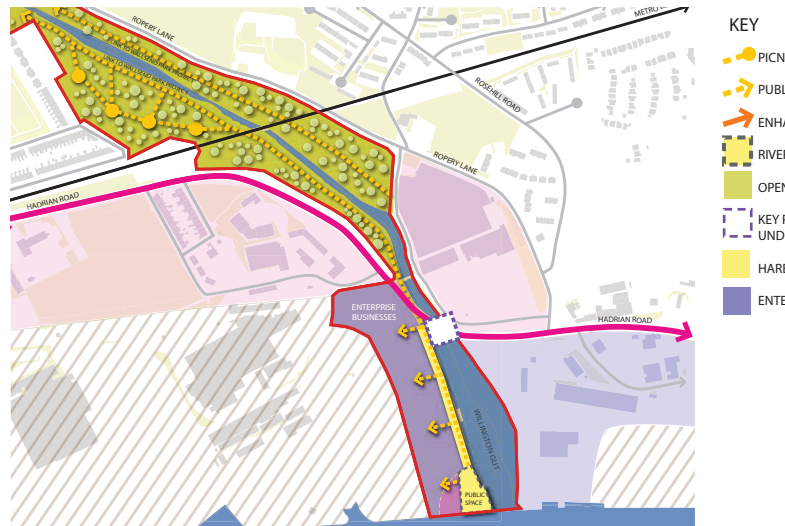
The illustration below shows an aspirational approach to comprehensively redevelop the town centre. It shows the new supermarket, a joint user centre, car parking and the refurbishment of the existing shopping area. It also identifies a number of opportunity sites within the town centre and illustrates the refurbishment of the Town Hall.

NTC is working with the existing land owners in the town centre to establish a strategic partnership to take this development opportunity.



Open space and public realm improvement in Willington Gut

The following illustration shows the land use and landscape for the Willington Gut area which includes a new pedestrian route along the River Tyne.



Development Plan Important?

...red by law to produce Development Plan documents. The Development Plan is the borough-wide Unitary Development Plan 2002.

...placed by new Development Plans setting out key objectives for sustainable growth and development. Broadly, Development Plans are:

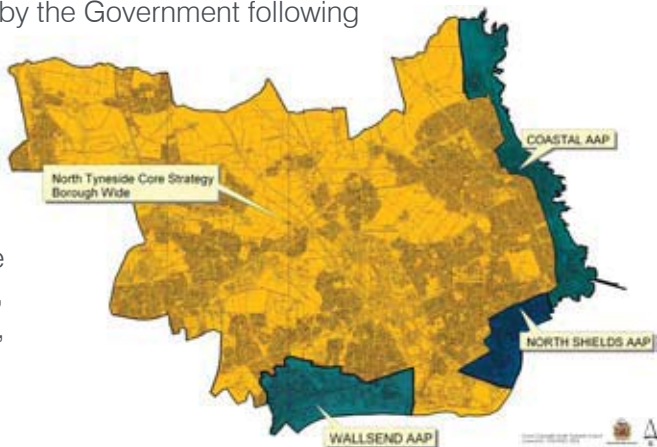
- ...g decisions on applications for development;
- ...clear statement for the future development of an area;
- ...investment and regeneration strategies with the certainty of planning policy;
- ...delivery of sustainable growth and prosperity.

Validation: Before coming into force Development Plans must be based on credible evidence, subject to structured public consultation and approved by the Government following

...tor.

...n:

...opment
...e being
...ouncil: The
...e Strategy,
...ction Plan,
...Action
...end Area



North Tyneside Core Strategy

...s the primary Development Plan Document for development in North Tyneside until 2026.

...will include policies on a range of issues from Transport to Environment. Those of particular relevance to the North Bank Strategic Framework include:

- ...of new housing and employment development;
- ...of the Town Centre as priorities for retail, leisure, residential development and investment;
- ...of the riverside.

The Wallsend Area Action Plan

The Wallsend Area Action Plan is one of three Area Action Plans in North Tyneside. In September 2008 public engagement on the AAP led to over 500 responses from the community in Wallsend.

The AAP will set out key priorities to reduce crime, increase safety, improve design, revitalize existing housing supply, and the delivery of community facilities and will include a proposals map that will indicate:

- Site Allocations,
- Areas of conservation,
- Key regeneration projects,
- Key transport projects, and
- Public Realm improvements



The Wallsend Area Action Plan will be published in 2010 and will be adopted following an Independent Review.

Next Steps: Integrating The North Bank Strategic Framework into the Development Plan

To clearly state the Council's wishes for development in the area, the North Bank Strategic Development Framework (North Bank SDFP) is to be adopted as Interim Planning Guidance. This will establish that the North Bank SDFP will be considered and given weight in planning applications.

Moving forward, the proposals and recommendations of the North Bank SDFP will be taken forward through ongoing engagement to Publication and Implementation of the Wallsend AAP.

Throughout production of the North Bank SDFP it has been important that the approach has matched requirements for Development Plan documents.

- Robust evidence,
- Wide ranging public engagement, and
- Consideration of impacts upon sustainability.

We shall continue to develop our ideas and plans in consultation with the community over the coming months as work progresses.

Contact Us

For further information on the River Tyne North Bank Project please contact Kate Lovelock, Regeneration Officer, Regeneration & Investment, North Tyneside Council, Quadrant, Cobalt 16 The Silverlink North, Newcastle upon Tyne, NE1 1BY. (Tel 0191 643 6426) (Fax 0191 643 2429) [e:mail kate.lovelock@northtyneside.gov.uk](mailto:kate.lovelock@northtyneside.gov.uk)