



North Tyneside Council



River Tyne North Bank

Strategic Development Framework Plan Report

Executive Summary

September 2009



North Tyneside Council



CONTENTS

1. Background	2
2. Study Objectives	3
3. Market Analysis	4
4. Economic Strategy and Key Drivers for Change	7
5. Vision, Option Development and Community Engagement	12
6. Strategic Development Framework Plan	13
7. Delivery Framework	18
8. Next Steps	21



North Tyneside Council



1. BACKGROUND

River Tyne North Bank Study Area

- 1.1 North Tyneside Council (NTC), Newcastle City Council (NCC), One North East (ONE) and the Homes and Communities Agency (HCA) commissioned GVA Grimley in October 2008 to lead a multidisciplinary team in preparing a Strategic Development Framework Plan (SDFP) for the regeneration of a 600 hectare area on the North Bank of the River Tyne.
- 1.2 The North Bank corridor of the River Tyne stretches from the Walker Riverside Industrial Park in Newcastle to the Smiths Dock in North Shields.
- 1.3 The area is currently characterised by a number of declining and disjointed land-uses including pockets of strategic employment uses adjacent to large areas of redundant and semi-redundant land; under-utilised quayside and infrastructure uses; and small areas of isolated residential neighbourhoods.
- 1.4 The study area includes almost 10 kilometres of riverfront, which has been the focus of industrial and marine development over the last 200 years, resulting in significant dock infrastructure. As a consequence large areas of the waterfront are publicly inaccessible and in private ownership and use.
- 1.5 The SDFP will put a strategy in place to guide regeneration activity in the area over the next 15-20 years.
- 1.6 The SDFP will be supported by Masterplans for the Wallsend and Willington Quay areas that will identify a number key sites for regeneration including Wallsend town centre, the Swan Hunter shipyard, opportunities for improving the heritage/tourism offer at Segedunum, public realm and community access to the River Tyne and a range of transport, utility and infrastructure improvements that will assist in bringing back redundant riverside sites into productive use in the future.
- 1.7 A Delivery Strategy and Financial Plan will also be produced for the Masterplan Area.



North Tyneside Council



FIGURE 1: NORTH BANK STUDY AREA

2. STUDY OBJECTIVES

2.1 The following objectives have been used to guide the preparation of the SDFP:

- Ensuring optimum uses for the area, to create a vibrant and vital district for living, working and leisure;
- Maximising the potential for reconnecting communities with the River Tyne;
- Planning for the provision of excellent accessibility and linkages between the riverside site, the town centre and adjacent neighbourhoods, maximising the opportunities for transport and movement by means other than the car;
- Optimising the environmental, social and economic sustainability of the redevelopment, both through the physical developments and the implementation process;



North Tyneside Council

- Ensuring that the local community and key stakeholders are positively engaged in the process and that the final product is one which local people feel ownership of and have confidence and pride in; and
- Ensuring that the regeneration, particularly of the town centre, shall be an exemplar for good design and sustainable development.

3. MARKET ANALYSIS

3.1 We have undertaken an analysis of the market as part of our investigations. The Baseline Report highlights the key findings, which are briefly summarised below.

Economic Outlook

3.2 The economic recession is well documented and has a large impact upon the North East's property market. In terms of economic outlook, the UK is highly indebted, so a combination of falling asset prices and rising unemployment will reinforce the economic slowdown. Employment growth will remain negative in 2009 and 2010, so the overall effect of this and declining output on occupier demand is likely to mean negative property rental growth throughout 2009 and 2010.

3.3 In the budget the government took a much more optimistic view, expecting the recession to end in 2009, with fairly healthy economic growth in 2010 and strong growth from 2011 onwards.

3.4 There are already some tentative signs that very low interest rates, quantitative easing, sterling's depreciation and increased spending by the government are starting to turn the corner and that the recession will lessen progressively over the rest of the year. However, positive economic growth is unlikely until the second or third quarter of 2010.

Residential

3.5 Forecasts suggest that the residential property downturn is set to continue over the short term with current projections showing a 25% fall in average house prices over 2008 and 2009¹. Housebuilders and developers are looking at sites for potential future development once the market recovers and are commencing work on such sites. However, developers are more at risk currently than they have been previously and it is therefore important to look to bring

¹ Savills Research, The Residential Property Focus, September 2008



North Tyneside Council

forward developments where the risk is shared between the public and private sector to encourage housing development where such uses are deemed appropriate.

- 3.6 Within the study area it is important to ensure that public realm, community facilities, and schools are of a standard to encourage developers and occupiers into the area. These factors need to be used to their full benefit and holistic regeneration encouraged.

Industrial

- 3.7 Whereas the market was previously driven by freehold demand for industrial property, these sectors of the market are now unable to secure finance to fund such deals. As a result, developers have become more occupier focused and have built less speculatively. The abolition of vacant property rates relief has put further pressure on the speculative development market, constraining supply in the short and medium term. This has also had a knock on effect on the market for industrial development land.
- 3.8 Despite this, there continues to be strong demand from some sectors of the market, notably manufacturing, which continues to play an important part in the North East economy. The weakness of the pound could be a factor here helping exporters.
- 3.9 Although the region has a good supply of strategic sites, it is unlikely in the current economic climate that there will be significant further speculative industrial development.

Retail & Leisure

- 3.10 The latest October figures from the British Retail Consortium (BRC) show that UK retail sales values fell 2.2% on a like-for-like basis, from October 2007, when they had risen 1.0%. Total sales were lower than a year ago for the first time since April 2005.
- 3.11 Prime yields continued to drift outwards in the third quarter across the UK. This reflects a general consolidation in all property sectors whereby secondary and tertiary areas appear to be suffering disproportionately as against primary, good quality stock/locations.
- 3.12 It is important to support the existing tenants and to promote a quality retail offer that will encourage shoppers to use the facilities in Wallsend and the wider study area rather than travel to Silverlink, Newcastle and other comparison shopping locations.
- 3.13 There are likely to be large voids in the retail sector in 2009 and it is important to ensure that new tenants can attract shoppers from the surrounding area. There is also major competition



North Tyneside Council

from supermarkets that needs to be managed appropriately when defining future retail strategies.

Office

- 3.14 In the current economic climate, corporate organisations appear to be adopting a 'wait and see' approach. Take-up in the third quarter of 2008 within the regional cities appears to be faring pretty well, although this is largely dependent on occupier profile diversity within specific regional and local markets (i.e. some office markets may be particularly exposed to particularly weakened sectors).
- 3.15 In general, there appears to be a lack of occupational activity across the UK and vacancy levels are likely to rise as new developments complete. UK office rents as a whole are expected to fall by more than 10% over the next two years. The lack of debt finance and pricing uncertainty is stalling deals and investment/capital transactional volumes are down.
- 3.16 The key locations for major office users within the borough are Cobalt, Quorum and Balliol. The majority of office development within the study area is either small secondary offices above retail or alternatively linked to traditional industrial locations. It is envisaged that the service sector will be hit hard as the economy worsens and that there will be few new office lettings in this area as a result.

Off-Shore

- 3.17 There has been a UK Government focus on marine renewable energy over the last 15 years, with latest Government commitments stating that 80% of energy will be from renewable sources by 2050. The offshore industries are playing an increasingly important role in achieving this.
- 3.18 Following this focus, 'Round Three' of the seabed Crown Estate licensing was recently announced. This third phase of wind farms offers significant opportunities for the North East and North Tyne in particular, with 3 proposed development sites being located in close proximity to the region. Traditional off-shore industries, particularly in the North Sea, have related to exploration and production of oil and gas, particularly via oil rigs. The North East has benefited significantly from this, catering for the oil rig construction sector in particular.
- 3.19 As these industries have developed, exploration has tended more towards deeper, harsher environments as the supply of readily retrievable oil diminishes. Such a shift in exploration



North Tyneside Council

has led to a changing industrial and manufacturing focus, with an increasing focus on SURF (sub-sea) technologies.

3.20 However, there is already an established global export industry based in the North East relating to the exploration of oil and gas, particularly in this sub-sea sector.

3.21 As such, the following key opportunities have been identified for the region/area in relation to:

- Manufacturing wind turbines;
- Establishing offshore supply bases and associated supply chains;
- Building on existing sub-sea technology sector;
- Adapting to new wind farm opportunities;
- Building on local area supply chain.

3.22 The market analysis has informed the preparation of the SDFP.

4. ECONOMIC STRATEGY AND KEY DRIVERS FOR CHANGE

Economic Strategy

4.1 The SDFP for the River Tyne North Bank is supported by a comprehensive set of studies which contribute to the underlying 'Evidence Base' which supports the proposed intervention measures in the area. The studies were presented in the Baseline Report, which was approved by the Project Board in March 2009.

4.2 The Baseline Report addressed the strategic economic context, policy context, demographic and socio-economic analysis, physical analysis, archaeology and heritage analysis, property and market review, development opportunities and transport, utilities and marine infrastructure analysis.

4.3 The Baseline Report also highlighted a number of key areas which offer significant opportunity for change. These opportunities are set out in the concluding part of the Baseline Report in the form of a 'SWOC (strengths, weaknesses, opportunities and constraints analysis)'.



North Tyneside Council

Summary of the Economic Challenges and Opportunities

4.4 The following highlights the key economic challenges and opportunities which face the North Bank area:

- High degree of worklessness (unemployment and inactivity);
- Low incomes and low productivity occupations;
- High long-term unemployment and Incapacity Benefit claimants;
- Educational and skills deprivation acute despite district wide success...**BUT**
- Considerable opportunities in high value and growth sectors;
- Significant assets to create attractive and competitive waterfront locations;
- A major opportunity to create something distinctive for the region.

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

- The degree to which the local economy is exposed to national economic shocks;
- The ability of the local workforce and business base to adapt to changing economic circumstances;
- How well placed the local economy is to take advantage of economic opportunities once national demand begins to recover;
- Sectoral Mix: reflecting the degree of employment diversification, and the degree to which employment is based in nationally stable sector and knowledge intensive sectors.
- Workforce: reflecting the quality of human capital within the local labour market (measured through the availability of people with higher level skills), the ability of international in-migration to smooth fluctuations in employment over time, and the speed at which locally unemployed people are able to access new employment opportunities.
- Enterprise: reflecting the dynamism within the local business base and measured by the level of self-employment, business density, and business registration rates.
- Labour Market: reflecting the degree to which residents are able to participate in the local economy, by measuring the proportion of working age people with at least entry level



North Tyneside Council

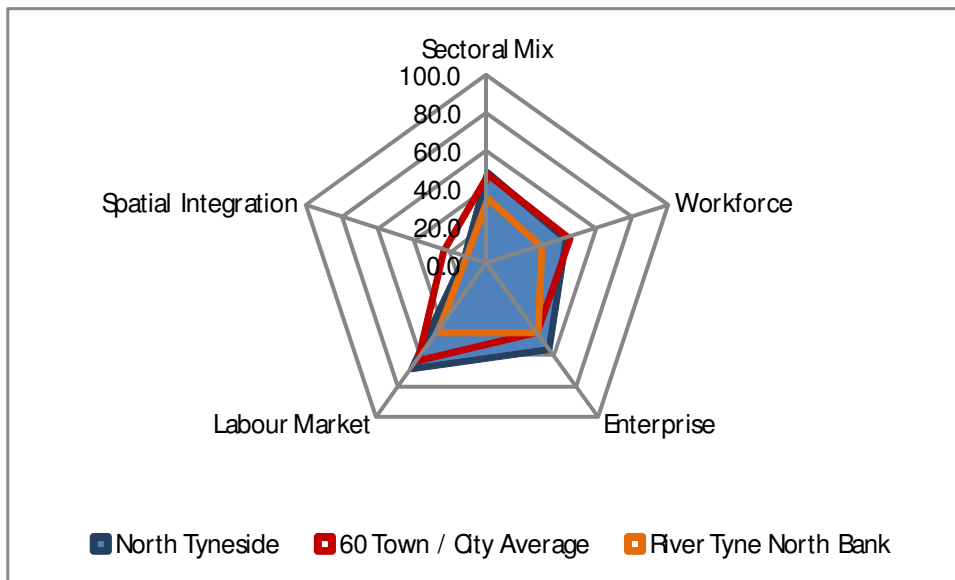
skills, the speed at which the local economy to fills advertised vacancies and the extent to which local residents are not dependent on long term benefits.

- Spatial Integration: reflecting the extent to which local economies may be able to exploit agglomeration effects by virtue of the size of their labour markets and the degree to which residents are able to access employment opportunities elsewhere.

4.6 Figure 2 shows how both North Tyneside and River Tyne North Bank compare to the 60 English City average. It confirms that the economic picture in North Tyneside (blue) in recent years has been improving and shows many signs for encouragement, particularly in terms of creating a more diverse and resilient economy with:

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

FIGURE 2



4.7 For sectoral mix, North Tyneside slightly outperforms the 60 city average but River Tyne North Bank is significantly less diversified and has clearly captured less of the newer and more resilient public sector and business services employment.



North Tyneside Council

- 4.8 North Tyneside performs well on the enterprise, labour market and workforce domains reflecting improving attainment rates on Key Stage 4 and GCSE passes at Grades A-C being significantly above the regional average and higher than average workforce skills. Conversely the River Tyne North Bank area currently struggles on these domains and is further held back by relative high rates of economic inactivity and worklessness, this is shown by the orange line in Figure 2.
- 4.9 Based upon the above analysis, a number of key objectives have been identified as set out below:
- Create a 'sustainable and resilient' economy for the North Bank;
 - The River Tyne North Bank must become a regional employment and productivity driver;
 - Regeneration to benefit local communities by increasing levels of economic activity and skills;
 - The scale of development potential and unique competitive advantage of the waterfront employment sites should be maximised;
- 4.10 Public sector-led regeneration initiatives including the regeneration of the former Swan Hunter Site will spearhead the regeneration of the waterfront area. These are considered in more detail below.

Other Key Drivers for Change

- 4.11 The Baseline Report also identified the following key drivers for change.

Wallsend Town Centre Regeneration

- 4.12 The regeneration and development of Wallsend Town Centre is a key strategic driver for the North Bank area. Supporting efforts to increase the distinctiveness and vibrancy of Wallsend town centre and strengthening its offer as a family destination is a core element of the SDFP.
- 4.13 Whilst it has some notable retail features, namely the Wallsend Forum Shopping Centre and High Street, the town centre is characterised currently by its unsustainable linear form and is exhibiting signs of weakness with limited multiple retailer representation and limited demand for further representation. This poor retail environment is contributing to high leakage of expenditure to neighbouring centres, which in turn is destabilising the town centre offer and leading to increases in the numbers of voids. The SDFP will seek to attract shoppers back to Wallsend.



Improved Housing Offer

- 4.14 The Baseline Report highlighted the need for housing proposals to cater for both new and existing residents and address weaknesses in the socio-economic profile of the area including high levels of multiple deprivation and a weak housing offer skewed towards smaller, high density terraced and flatted housing. This is a legacy of the areas industrial heritage focussed on the banks of the Tyne and represents a need to create a better mix of housing with regard to both type and tenure of housing within the area, particularly for families.
- 4.15 With the right housing offer opportunities could exist to accommodate a proportion of new households, whilst improving the quality and choice of housing available for existing residents. Current developments such as Smiths Dock and Willington Quay will go some way to meeting future household demand. However, the area also benefits from a number of large opportunity sites providing further scope to improve housing choice through further development.

Enhancing the Local Heritage

- 4.16 The North Bank of the River Tyne has a rich history, with a significant archaeological resource within the area relating to the Roman, medieval, post-medieval and industrial periods. The Segedunum Roman Fort is a UNESCO World Heritage Site, which is a key asset to the North Bank and a tourist destination in its own right.
- 4.17 A significant known and potential archaeological resource is identified, particularly in relation to the industrial heritage of the area and proposals for development will require phased programmes of archaeological works conducted in line with planning policy.
- 4.18 The opportunity exists to link the key attractions of the study area with the others in, and beyond, the area, including Hadrians Wall, Bede's World and St Peter's Monastery. Benefit could also be made from tying the heritage of the area to the current and future uses and industries, thereby increasing community understanding and engagement with industry and potentially raising awareness of potential training and employment opportunities.

Other Key Regeneration Initiatives

- 4.19 Other key regeneration initiatives identified in the Baseline Report which are relevant to the preparation of the SDFP are:
- Providing public access to the waterfront;
 - Enhancing open space and improving the environment;



North Tyneside Council

- Improving transport and accessibility;
- Improving marine infrastructure;
- Improvements to car parking;
- Improved public transport provision.

5. VISION, OPTION DEVELOPMENT AND COMMUNITY ENGAGEMENT

- 5.1 The vision and option development analysis has been undertaken in consultation with the residential and business community. The SDFP outlines this process in more detail.
- 5.2 The option development exercise has focussed on four priority areas for regeneration, namely the River Tyne Waterfront Area, Wallsend, Willington Quay and East Howdon.
- 5.3 The regeneration initiatives being undertaken in the Walker Riverside area of Newcastle are (in comparison to the North Tyne part of the study area) well advanced and a decision was taken at the Project Board to focus option development and consultation work in the North Tyneside Council part of the study area.
- 5.4 The options consider a wide range of regeneration opportunities for the area including employment, retail, housing, community and open space initiatives. The implications on transport, marine infrastructure and utilities are also addressed.

Community Engagement

- 5.5 Four stages of community engagement work have been undertaken. The first three stages have been completed as set out below:

Stage 1: Advanced networking and dialogue - December 2008 to February 2009;

Stage 2: Issues and Vision session – February 2009;

Stage 3: Option & Key Choices – March 2009;

Stage 4: Exhibition of the Strategic Development Framework Plan: September 2009.

- 5.6 The results of the Stage 1 and Stage 2 community engagement process are outlined in a separate Community Consultation Report that sets out the results of the community engagement process.



North Tyneside Council

5.7 The purpose of the March community engagement events was to review the emerging options and ideas with the community and to listen to their views and offer ideas and advice on the way forward.

5.8 The SDFP was exhibited between the 2nd and 5th September which had incorporated views expressed during the previous 3 engagement stages. Members of the community were then able to provide comments on the overall plan.

Consultation with Key Businesses

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

5.10 The key businesses who have been consulted are:

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

5.11 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.

5.12 The analysis from the business consultation exercise has been shared with ONE, NTC and NCC. The findings have helped to inform the preparation of the SDFP.

6. STRATEGIC DEVELOPMENT FRAMEWORK PLAN



North Tyneside Council

6.1 The SDFP is presented in Figure 3 and is described under the following key headings:

- Vision;
- Strategic Regeneration Objectives;
- Area Proposals.

Vision

Vision for the Strategic Development Framework Plan Area

6.2 Based upon the above analysis, the Broad Vision for the future of the North Bank area over the next 15 -20 years is as follows:

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

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

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

6.3 The Vision marks a step change in the approach to the comprehensive regeneration of the North Bank area and includes a number of guiding principles for regeneration, highlighted below.

Guiding Principles for Regeneration

6.4 The following sets out 10 guiding principles for regeneration in the SDFP area:

1. Encourage and promote the regeneration of the River Tyne North Bank waterfront area over the next 15 to 20 years, as a key location for offshore marine industry, the development of sub-sea technologies and marine renewables, particularly for businesses requiring waterfront access;
2. Encourage the assembly of large sites along the waterfront area from Walker Riverside to the Howdon Yard, to accommodate the marine related activities outlined in 1 above. This



North Tyneside Council

area should be designated as a 'key strategic waterfront regeneration area' and as such, be given special status in the consideration of new development schemes/proposals;

3. Discourage the development of inappropriate uses such as housing and retail activities along the waterfront area from Walker Riverside to Howdon Yard, which could undermine the objectives outlined in 1 above;
 4. Protect existing residential areas from the effects of marine activities which are operating outside normal working hours and/or generate high levels of noise; particularly by encouraging the development of suitable buildings and appropriate screening at locations identified on the SDFP for Office Space or Businesses who are attracted by a distinctive and well connected riverside business location, i.e. any business and professional services, property services, public sector etc.'.
 5. Bring underutilised land/sites into productive use and address land remediation, access and infrastructure issues;
 6. Redevelop key sites such as Swan Hunter and the Town Centre over the next 5 years to provide an impetus to regeneration that will improve the profile of the area and attract new investment;
 7. Provide new skills and learning opportunities in the area;
 8. Encourage new and improved housing in the area, outside of the riverside and employment areas;
 9. Improve the quality of pedestrian and cycle routes including new access points to the waterfront at key locations;
 10. Ensure that the unique characteristics of Wallsend and its identity are preserved and enhanced;
- 6.5 The guiding principles for regeneration are important and wide ranging. The SDFP is a strategy document which will be used to guide regeneration measures throughout the River Tyne North Bank area over the next 15 to 20 years. It is recommended that the SDFP be used as 'Interim Planning Guidance' to inform key strategic planning, development and regeneration decisions during the plan period.
- 6.6 The regeneration objectives recognise that a degree of flexibility is required in a strategic plan which has a life of 15-20 years where ideas on development opportunities might change over time.



North Tyneside Council

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

Area Proposals

- 6.8 The following paragraphs outline the area proposals for the SDFP. Figure 4 illustrates the following sub-areas:

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

Walker Riverside

- 6.9 A significant part of the Walker Riverside area is fully developed and occupied. Current operators include Wellstream and Duco. Land in the northern part of this area (including the Neptune Yards) is in private ownership and is being developed. Phase 1 of the Neptune Yards is being remediated with a funding contribution from One North East. Newcastle City Council also has significant control of land and properties in the area and is currently seeking to consolidate sites and refurbish the land holdings as and when leases come up for review. The City Council is working with the private sector to develop landholdings for marine-related and renewable industry sectors and their supply chain businesses.

Wallsend

- 6.10 Key strategic regeneration proposals for the area are:
- Revitalise the town centre by creating a more attractive and vibrant shopping area;
 - Improve the quality and choice of housing in the town centre;
 - Provide a safer and more accessible metro station with improvements including enhanced pedestrian linkages across the Metro embankment and an interchange status;
 - Create a landmark redevelopment of the Swan Hunter Site as part of the strategy for regenerating Wallsend and the waterfront area;
 - Encourage public access to the waterfront through (or adjacent to) the Swan Hunter site;



North Tyneside Council

- Seek to enhance the heritage and tourism offer currently provided at Segedunum, with reference to industrial and maritime history potentially utilising part of the Swan Hunter site;
- Provide local skills development and training opportunities to help to address some of the persistent local labour market issues, drive up local adult skills levels and provide local learning opportunities to help local residents access jobs;
- Ensure that the unique characteristics of 'The Green' and St Peter's, a core part of Wallsend's identity, are preserved and enhanced as distinctive conservation areas.

FIGURE 4



Willington Quay

6.11 The key strategic regeneration proposals for the area are:

- Enhance the frontage to Willington Gut and Hadrian Road as a focus for new development in the area;



North Tyneside Council

- Provide public access to the waterfront at Willington Gut;
- Improve environment with appropriate buffer/screening between uses;
- Improve pedestrian/cycle links;
- Enhance the landscape and environmental quality of Wallsend Burn.

East Howdon/Port Area

6.12 The key strategic regeneration proposals for the area are:

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

7. SDFP DELIVERY FRAMEWORK

Delivery Strategy

7.1 The SDFP for the River Tyne North Bank will be delivered over a 15 - 20 year period. The following key aspects of the delivery framework are addressed in the Report:

- Memorandum of Understanding between the Partners;
- Procurement Options;
- Funding Considerations;
- Planning Framework;
- Land Assembly;
- Phasing and Broad Costs;

7.2 The successful delivery of the Strategic Development Framework Plan is likely to be predicated on the following factors:



North Tyneside Council

- 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 Strategic Framework Plan. 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.
- 7.3 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.
- 7.4 To bring forward the holistic long term regeneration envisaged for the area major landowners such will need to play a significant role in the development of the framework. Limited public sector land ownership means that partnership working with landowners will be required to facilitate development.
- 7.5 A Partnership Agreement will be established between NTC, NCC, ONE and the HCA to deliver regeneration within the SDFP area. This will provide the organisational framework and areas of responsibility for the delivery of the SDFP in the following areas:



North Tyneside Council

- **The Western Part of the Study Area** which lies within the jurisdiction of Newcastle City Council 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 a working partnership which includes ONE, NCC and the private sector. The regeneration of this area is anticipated to be completed over the next 5 years. The delivery model has been successful and is one approach being considered by the Partners for the North Tyne area;
- **The Central Part of the Study Area** which lies within the jurisdiction of 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. The regeneration of this area is subject to the Masterplan, which identifies the following key projects that are anticipated to be completed over the next ten years.
 - North Tyneside Council is spearheading the regeneration of the waterfront area through the purchase of the **Swan Hunter Site** which will become the flagship regeneration project along the North Bank;
 - Other **key sites waterfront sites** are in private ownership and it is anticipated that these sites will be regenerated and/or improved in line with the Strategic Framework Plan either independently by the private sector 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 North Tyneside Council and the existing land owners of the Forum and Co-Op Building;
 - The potential inclusion of research, training and skills development facilities within the area;
 - The Regeneration of the **Metro Station** 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.



North Tyneside Council

- **The Eastern Part of the Study Area** which lies within the jurisdiction of Tyneside Council and includes the waterfront area extending eastwards from the Tyne Tunnel Crossing to the Smiths Dock in North Shields. 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. 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 and require further more detailed study including a preparation of a masterplan with key stakeholders and the community which is beyond the scope of the current study.

7.6 The implementation of the SDFP will therefore involve a combination of public and private investment. Public sector funding is required to carry out enabling works which will facilitate private investment.

Interim Planning Guidance

7.7 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.

7.8 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.

7.9 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.

7.10 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.

7.11 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.



North Tyneside Council

8. NEXT STEPS

8.1 The Next steps can be summarised as follows:

- To publicise the key findings of the SDFP in the form of an exhibition during the first week of September 2009 and to brief Councillors and obtain views from local businesses and the community on the study findings;
- To incorporate feedback from the exhibition into the SDFP;
- To obtain Cabinet approval from North Tyneside council to the SDFP as Interim Planning Guidance for the Study Area;
- To incorporate a sustainability framework into the SDFP;
- To submit the Masterplans and Delivery Strategy Report for Wallsend, Willington Quay and key waterfront sites to the North Bank Project Board;
- To take the Masterplans and Delivery Strategy Report for Wallsend, Willington Quay and the waterfront area extending from the Swan Hunter site to the Howdon Yard to Cabinet in Autumn 2009 and seek approval for ongoing planning and regeneration work in these areas.



North Tyneside Council

