



North Tyneside Council

Economic Prosperity Sub Committee

25 October 2019

Tuesday, 5 November 2019 Room 0.01, Quadrant East, The Silverlink North, Cobalt Business Park, North Tyneside, NE27 0BY **commencing at 6.00 pm.**

Agenda Item	Page
<p>1. Apologies for Absence</p> <p>To receive apologies for absence from the meeting.</p>	
<p>2. Appointment of Substitute Members</p> <p>To be notified of the appointment of any Substitute Members.</p>	
<p>3. Declarations of Interest and Dispensations</p> <p>You are invited to declare any registerable and/or nonregisterable interests in matters appearing on the agenda, and the nature of that interest.</p> <p>You are also invited to disclose any dispensation in relation to any registerable interests that have been granted to you in respect of any matters appearing on the agenda.</p> <p>You are also requested to complete the Declarations of Interests card available at the meeting and return it to the Democratic Services Officer before leaving the meeting.</p>	
<p>4. Minutes</p> <p>To confirm the minutes of the previous meeting held on 3 September 2019.</p>	1 - 2
<p>5. Economic Prosperity Strategies</p> <p>To examine the Council's current approach to economic prosperity and how it relates to relevant regional and national economic strategies.</p>	3 - 6

Members of the public are entitled to attend this meeting and receive information about it. North Tyneside Council wants to make it easier for you to get hold of the information you need. We are able to provide our documents in alternative formats including Braille, audiotape, large print and alternative languages.

6. Retail and Town Centre Sub Group

7 - 18

To consider the report and recommendations of the Retail and Town Centre Sub Group.

Circulation overleaf ...

Members of the Economic Prosperity Sub Committee

Councillor Ken Barrie
Councillor John Harrison
Councillor Joe Kirwin
Councillor Martin Rankin
Councillor Matthew Thirlaway
Councillor Frances Weetman

Councillor Naomi Craven
Councillor Janet Hunter (Chair)
Councillor Karen Lee
Councillor John Stirling
Councillor Joan Walker (Deputy Chair)
Councillor Matt Wilson

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Economic Prosperity Sub Committee

Tuesday, 3 September 2019

Present: Councillor Janet Hunter (Chair)
Councillors K Barrie, J Harrison, J Kirwin, M Rankin,
M Thirlaway, J Walker and M Wilson

Apologies: Councillors J Stirling and F Weetman

EP6/19 Substitute Members

There were no substitute members appointed.

EP7/19 Declarations of Interest and Dispensations

There were no Declarations of Interest or Dispensations reported.

EP8/19 Minutes of Previous Meeting

Resolved that the minutes of the previous meeting held on the 25 June 2019 be confirmed and signed by the Chair.

EP9/19 Inward Investment

The Head of Regeneration and Economic Development attended the meeting to present details of the Council's approach to inward investment. The sub-committee noted the borough's strengths, the benefits of inward investment and how 6,415 new jobs had been created in the last 5 years. Many were based on the successful Cobalt and Quorum Business Parks.

Members examined plans to market the Swan Hunter site which offered a 34 acre riverside development featuring a deep water quay suited to the subsea and offshore engineering sectors. The sub-committee considered the Council's long term objectives for the site, the financial implications of its development and the wider benefits of employment on the site for the local economy and neighbouring communities.

The Swans Centre for Innovation had been developed by the Council to offer incubator units for the offshore energy sector. Further office space within the centre was currently being refurbished to create space for an additional 10 companies.

The Port of Tyne owned 50 hectares of development space at Whitehill Point/Royal Quays. The site lay within an Enterprise Zone with access to a heavy duty quay allowing large vessels to be accommodated with the potential use by offshore wind industry.

The Council had entered into a partnership with Highbridge Properties Ltd to develop an 82 acre site at Indigo Park, Weetslade. The sub-committee considered the need for speculative

development to attract manufacturing or warehousing operations to the site. Members also discussed the impact of development on the surrounding ecology and transport networks and how the use of the site for employment would relate to other industrial and housing developments in the area.

The Council had a small team working on inward investment. They targeted their activity on key sectors including the energy, digital, FPBS (finance, professional & business services) and advanced manufacturing sectors. North Tyneside was marketed as a key location for business using various methods and in partnership with other key agencies. Support had been provided to Smulders which had led to £50m of investment and 700 jobs and to Accenture who had increased its workforce in the borough from 250 to 1,200.

In the future, consideration would be given to the risks and opportunities related to Brexit and there would be work with the North of Tyne Combined Authority to exploit grant funding opportunities, explore economic links with South East Northumberland and address skills gaps, particularly in the digital, construction, engineering and welding sectors.

The sub-committee considered the extent to which inward investment in North Tyneside was delivering inclusive growth and equality of opportunity regardless of gender or age.

It was noted that there were 10,000 micro businesses based in North Tyneside and it was suggested that an examination of the needs of small businesses in terms of office space and its potential impact on town centres should be included within the work programme, if not addressed by the Retail and Town Centre Sub Group.

EP10/19 Work Programme 2019-20

At its previous meeting the sub-committee had given consideration to the formulation of its work programme 2019/20 when a range of potential topics for scrutiny had been identified. Following consultation with the Chair, Deputy Chair and Head of Regeneration and Economic Development a draft work programme had been prepared and this was submitted to the sub-committee for approval. The work programme would be kept under review throughout the year and, if necessary, topics and scrutiny exercises would be added, deleted or amended.

It was **agreed** that the work programme 2019/20 be approved.

Meeting: Economic Prosperity Sub-Committee

Date: 5 November 2019

Title: Economic Prosperity Strategies

Author: Michael Robson

Tel: 643 5359

Service: Law and Governance

Wards affected: All

1. Purpose:

- 1.1. This report presents evidence to inform and support members in examining the Council's current approach to economic prosperity and how it relates to relevant regional and national economic strategies.

2. Introduction

- 2.1 In determining its work programme, members of the sub-committee expressed an interest in examining in more detail local, regional and national economic strategies and in particular:
- a) whether the Council has a clear view of what type of economy it is seeking to achieve in 10 or 20 years' time;
 - b) whether the existing wide range of activities to develop the local economy will have the desired effect in terms of delivering the Council's vision for the borough's economy; and
 - c) the extent to which plans and strategies are likely to deliver inclusive growth, enabling as many people as possible to contribute and benefit from growth, identifying cold spots and ensuring people from these areas are included in economic growth through initiatives such as evaluating social value in procurement.
- 2.2 The Deputy Mayor, Councillor Bruce Pickard, as Cabinet Member responsible for Regeneration, Planning, Business and Economic Development, and John Sparkes, The Head of Regeneration and Economic Development have accepted an invitation to attend this evenings meeting to answer questions from members regarding the Council's current approach and to discuss the issues set out above.
- 2.3 Work is planned to update the Council's [Employment and Skills Strategy](#) to bring that and the [Ambition for North Tyneside](#) into a single view of an Inclusive Economic Strategy for Cabinet's consideration and to align with the work of the North of Tyne Combined Authority. The role of the sub-committee is to support and assist the Elected Mayor and Cabinet in the formulation of their future plans, strategies and their decision making by making evidence based recommendations to them on how services can be improved. Members may therefore wish to seek to influence the development of an

Inclusive Economic Strategy through its dialogue with the Deputy Mayor of by making recommendations.

3. Background Information

- 3.1 To assist members to prepare for the meeting and to gain a better understanding of the links between Our North Tyneside Plan and North Tyneside Local Plan and the government's UK Industrial Strategy and the North East Strategic Economic Plan and Local Industrial Strategy, John Sparkes and his team have prepared the following overview.

4. The UK Industrial Strategy

- 4.1 The government's [UK Industrial Strategy](#) aims to boost productivity by backing businesses to create good jobs and increase the earning power of people throughout the UK with investment in skills, industries and infrastructure.
- 4.2 It is based on five foundations of productivity, four grand challenges and nine sector deals, as shown below.

Five foundations of productivity	Four grand challenges	Nine sector deals
Ideas – the world's most innovative economy	Artificial intelligence and big data	Aerospace
People – good jobs and greater earning power for all	Clean growth	Artificial Intelligence
Infrastructure – a major upgrade to the UK's infrastructure	The future of mobility	Automotive
Business Environment – the best places to start and grow a business	Meeting the needs of an ageing society	Construction
Places – prosperous communities across the UK		Creative industries
		Life sciences
		Nuclear
		Offshore wind
		Rail

5. The North East Strategic Economic Plan

- 5.1 The [North East Strategic Economic Plan](#) (SEP), developed by the North East Local Enterprise Partnership (LEP) and its partners, is the region's overarching strategy for growing and developing the North East economy and creating 100,000 more and better jobs by 2024.
- 5.2 The delivery of the plan is split into three parts:
- **Areas of strategic importance** – digital, advanced manufacturing, health and life sciences and energy

- **Service sectors** – education, financial, professional and business services, transport and logistics and construction
- **Programmes of delivery** – business growth, innovation, skills, employment, inclusion and progression, transport connectivity and investment and infrastructure

6. The North East Local Industrial Strategy

- 6.1 The North East Local Industrial Strategy (LIS) is being developed by the North East LEP and its partners, including the North of Tyne Combined Authority.
- 6.2 The North East LIS will be an evidence based delivery plan extending to 2030 that will be aligned to the UK's Industrial Strategy. It will set out how the region and government will work together to maximise our contribution to UK productivity and will pinpoint areas where we can contribute to the UK's grand challenges and sector deals. It will also set out the proposed delivery attached to the five foundations of productivity.
- 6.3 The North East LIS will be a delivery plan that works with the SEP, it will showcase the North East's differentiating economic assets and industry strengths, which can be developed to boost productivity in the region.

7. Our North Tyneside Plan 2018-2021

- 7.1 The [Our North Tyneside Plan](#) reflects the priorities of the Elected Mayor and Cabinet and the work of the North Tyneside Strategic Partnership, which includes all of the organisations and sectors who work together with the Authority to deliver an improved future for the Borough and its residents. It provides the context for all financial decisions and the operational delivery of services at Borough level but also work alongside other local authorities across the region, statutory partners and with businesses through the North East LEP.
- 7.2 Several of the priorities of the Our North Tyneside Plan reflect those in the SEP and UK Industrial Strategy. These are shown in the table below.

Our North Tyneside Plan priority	North East SEP programme of delivery	UK Industrial Strategy foundation of productivity
Be business friendly, ensuring the right skills and conditions are in place to support investment	Skills, employment, inclusion and progression	People – good jobs and greater earning power for all
Continue to support investment in our business parks, units and town centre	Investment and infrastructure	Infrastructure – a major upgrade to the UK's infrastructure
Grow by supporting new businesses and building on our strengths	Business growth, innovation	Ideas – the world's most innovative economy

		Business Environment – the best places to start and grow a business
Have an effective transport and physical infrastructure	Investment and infrastructure Transport connectivity	Infrastructure – a major upgrade to the UK's infrastructure

8. North Tyneside Local Plan

- 8.1 The [Local Plan](#), adopted in July 2017, sets out the Council's policies and proposals to guide planning decisions and establishes the framework for the sustainable growth and development of North Tyneside up to 2032.
- 8.2 The Local Plan covers a range of matters including the number of new homes that are needed and where they should be located; the amount and proposed location of new employment land; protection and improvement of important open areas and provision of new ones; provision of new infrastructure and improvement of town centres and community facilities in the borough.
- 8.3 The Local Plan has regard to the proposals of the SEP and the funding that can be drawn from it and sets out a strategy that will enable the ambitions of the SEP to be achieved.
- 8.4 In the Local Plan, the SEP was drawn upon in updating North Tyneside's Employment Land Review to ensure that the scenarios for potential job growth are aligned with the targets of the SEP.
- 8.5 The Local Plan housing requirement for North Tyneside is based on increased growth in jobs over the SEP period to 2024, followed by baseline growth to 2032.

9. Background Information

- 9.1 The following background documents have been used in the compilation of this report and are available from the report author:
 - Economic Prosperity Sub-Committee Work Programme 2019/20
 - Briefing Note to Economic Prosperity Sub-Committee

Meeting: Economic Prosperity Sub-Committee

Date: 5 November 2019

Title: Retail and Town Centre Sub Group

Author: Michael Robson

Tel: 643 5359

Service: Law and Governance

Wards affected: All

1. Purpose

- 1.1. This report presents the report and recommendations of the Retail and Town Centre Sub Group for consideration and invites the sub-committee to either approve, amend or reject the report and recommendations for submission to the Overview, Scrutiny and Policy Development Committee and then Cabinet.

2. Recommendation

- 2.1 The sub-committee is recommended to approve the report and recommendations of the Retail and Town Centre Sub-Group for submission to the Overview, Scrutiny and Policy Development Committee and then Cabinet.

3. Information

- 3.1 At its meeting on 11 September 2018 the sub-committee agreed to appoint a time limited sub group to:
 - a) examine the existing local plans and strategies that aim to develop town and retail centres in North Tyneside;
 - b) examine national policies, strategies, campaigns and reports, including
 - c) examine how the retail sector and consumer behaviour have changed and how retailing may develop in the future;
 - d) examine what other local authorities have done to successfully remodel their town centres; and
 - e) formulate evidence based recommendations as to how the Council might shape its regeneration plans to develop and support sustainable retail and town centres in North Tyneside.
- 3.2 The Retail and Town Centre Sub Group met with a wide range of stakeholders and considered various policy documents and research papers to consider the issues facing the retail sector and to understand the current plans and strategies. Based on this evidence and taking into account advice from the Council's Head of Regeneration and Economic Development the sub group have prepared the report and recommendations attached as Appendix 1.

- 3.3 In accordance with the Council's Constitution the sub-committee must decide to either approve, amend or reject the report and recommendations for submission to the Overview, Scrutiny and Policy Development Committee and Cabinet. If the sub-committee are minded to make amendments to the report or recommendations, any changes should be supported by evidence.
- 3.4 If the report is approved the Overview, Scrutiny and Policy Development Committee on 13 January 2020 will decide to either approve or reject the report and recommendations for submission to Cabinet on 20 January 2020.

4. Background Information

- 4.1 The following background documents have been used in the compilation of this report and are available from the report author:
- Minutes of the Economic Prosperity Sub-Committee 11 September 2018
 - Council Constitution

The Future of Retail and Town Centres



October 2019

1. Introduction

- 1.1 The Council's Economic Prosperity Sub-Committee is a scrutiny committee. It has no decision making powers but it examines matters relating to the economy, transport and tourism in North Tyneside and makes recommendations to the Elected Mayor and her Cabinet to help shape the Council's future policies, plans and strategies.
- 1.2 In determining its work programme for 2018/19, the Deputy Mayor, Councillor Bruce Pickard, suggested that the sub-committee could usefully investigate the future role and nature of town and retail centres. Councillor Pickard posed the question that if the Council were to regenerate its town and retail centres, how could it develop sustainable retail models in the light of the growth of online shopping?
- 1.3 In response the sub-committee appointed a sub group to examine the future of North Tyneside's retail and town centres and to formulate recommendations as to how the Council might shape its regeneration plans to develop and support sustainable retail and town centres in North Tyneside. The following members agreed to serve on the sub group:
Councillor John Harrison (Chair)
Councillor John O'Shea
Councillor Sandra Graham
Councillor Janet Hunter
Councillor Willie Samuel
Councillor Frank Lott
(Councillor Judith Wallace also attended a number of meetings.)

2. Objectives and Key Lines of Enquiry

- 2.1 The sub-group were asked to:
- a) examine the existing local plans and strategies that aim to develop town and retail centres in North Tyneside;
 - b) examine national policies, strategies, campaigns and reports;
 - c) examine how the retail sector and consumer behaviour have changed and how retailing may develop in the future;
 - d) examine what other local authorities have done to successfully remodel their town centres; and
 - e) formulate evidence based recommendations as to how the Council might shape its regeneration plans to develop and support sustainable retail and town centres in North Tyneside.

3. Methodology

- 3.1 The sub group agreed to base its work on a self-assessment checklist, produced by the Local Government Association, to gauge the effectiveness of current plans, partnerships and activities aimed at revitalising the borough's retail and town centres. The group met a wide range of stakeholders (listed in Appendix A) to discuss the issues facing the retail sector and to understand the existing plans and strategies. The sub group have also considered numerous policy documents and research papers in relation to the future of

retail and town centres. These are also listed in Appendix A together with hyperlinks to the documents for reference purposes.

- 3.2 The sub group agreed that it wished to produce a short, concise and easy to read report. The content of this report is therefore focused on the group's conclusions and recommendations. The supporting evidence is referenced in the Appendix and in the notes of the meetings with the key stakeholders, available on request.

4. Vision

- 4.1 The Council must provide leadership and vision.
- 4.2 The current policy direction is set out in Our North Tyneside Plan, the North Tyneside Local Plan and the Authority's regeneration strategy as set out in "An Ambition for North Tyneside" together with regional policy including the Local Enterprise Partnership's Strategic Economic Plan, the North of Tyne Combined Authority's Economic Vision. The Local Plan seeks to ensure town centres are recognised and protected as key locations for a diverse range of uses such as retailing, leisure, offices, cultural activities, community facilities and also provide an important, sustainable location for housing. The Local Plan recognises that each of the town centres in the Borough are individual and face a variety of different issues and so it contains area specific strategies.
- 4.3 "An Ambition for North Tyneside" provides a list of regeneration priorities and projects across the borough based on four sub areas within the borough but it does not provide a clear vision for our town centres.

Cabinet is therefore recommended to develop a vision for the future development of our town centres over the next 10-15 years to complement the Ambition and Local Plan, identifying and building upon their unique selling points.

In preparing the vision the Cabinet is recommended to give consideration to the findings and conclusions of the sub group as set out in the remainder of this report.

- 4.4 The vision should be supported with an up-to-date and robust evidence base. A comprehensive retail study supported the local plan (2014) and it is noted that town centre vacancy rates are regularly monitored by the Council. Rapid changes have occurred in the retail sector and so on-going monitoring of each of the town centres to gather key performance data will be helpful in understanding the trading position. Understanding the key strengths of the centres, their challenges and areas that would benefit from improvement will assist in monitoring of their vitality and viability. In the course of its investigation the sub group has obtained evidence which should be considered as part of any study. However, it is noted that much of the commercial intelligence around town centres, i.e. rental values and property deals which give an insight into the health of a centre is confidential and not in the public domain. Moreover, it is also recognised that data will only provide an empirical view of town centres. It is also important to have a qualitative assessment of our places as well as a quantitative assessment.

- 4.6 The vision for our centres needs to be aligned with Our North Tyneside Plan and other key plans and strategies such as the Transport Strategy, Safer North Tyneside Strategy and Joint Health & Wellbeing Strategy so that any regeneration helps to deliver the Council's broader policy objectives such as encouraging sustainable travel, creating dementia friendly communities, reducing alcohol misuse and reducing crime and disorder. It also needs to align with emerging guidance and advice from Central Government which will be the basis on which further national funding for town centres is made available.
- 4.7 The Council needs to consider the potential impact of any future clean air zone charging on town and retail centres.

5. Governance

- 5.1 The Elected Mayor and Cabinet have provided leadership and a clear strategic direction in Our North Tyneside Plan, the North Tyneside Local Plan and An Ambition for North Tyneside. A more local level of leadership and governance is also required to:
- formulate and deliver individual interventions that will support town centres in line with an agreed vision.
 - engage with business, communities other stakeholders; and
 - involve ward councillors.
- 5.2 During the course of its investigation the sub group has engaged positively with a range of established key partners/contacts on the future of retail and town centres and they appear willing to work with the Council. These contacts and relationships should be developed to establish the public/private partnerships that will be required to deliver the vision for our centres. It is recognised that there are already strong networks in place through the Chambers of Trade who are already actively engaged in activities which promote their respective centres. It will be important for the Council to align any activities with the Chambers to ensure there is complementarity.
- 5.3 Communities need to be effectively engaged in the process to determine their views and aspirations and to build a consensus around the vision. The group supports the intention that communities will be consulted when firm regeneration projects have been prepared.

6. Adaptation

- 6.1 The group have been told there is too much retail space in town centres. This is common to many towns who have too much of the wrong type of retailing floorspace in terms of unit size and configuration.
- 6.2 The town centres therefore need to adapt and broaden their offer to become "activity based community gathering places" and to "create areas where you want to be" seeking to provide a mix of commercial, leisure, health, cultural, employment and residential uses with pop up events and clusters of activity. However, it is acknowledged that this needs to be market led i.e. any broadening and diversification of the town centre offer has to be financially

sustainable and provide outcomes which contribute towards our overall objectives to ensure the long term sustainability of our centres.

- 6.3 Town centres need to offer new alternative anchor attractions such as leisure, health or community facilities and create ways to connect with existing nearby attractions such as the Fish Quay, Spanish City and Segedunum. Whilst the public sector can often intervene in areas by investing in assets such as Spanish City to drive footfall and economic activity, the success of our centres will ultimately rely on a broader private sector led offer.
- 6.4 Wallsend, North Shields and Whitley Bay each have retail areas and property which present opportunities for adaptation. These areas tend to be on the edges of the centres. There is potential to convert decaying, vacant or inflexible retail property to residential or office space. However, consideration will need to be given to the financial viability of such schemes together with overall development costs. Where appropriate, strategies for land assembly can be refined, which have the potential to bring together, landlords to create opportunities to secure the investment required to transform areas of town centres.

7. Planning

- 7.1 When the Local Plan was adopted in 2017 Policy DM 3.5 was included to protect designated primary and secondary shopping areas. Under Regulations the Council is required to review the Local Plan after 5 years. As part of any statutory review the Local Plan will need to reflect changes in retail sector and Government advice and guidance on town centres. It may also be possible to provide more locally based policies as part of a Local Plan Review which provide more site specific proposals for our town centres.
- 7.2 As things currently stand, the Council as Local Planning Authority has some control of town centre development through the application of policies contained in the Local Plan. This is through the determination of planning applications for new developments including some changes of use. However, for the most part, control rests with private sector landlords and property owners who ultimately have control over the management of their own properties. The Government has also sought to reduce bureaucracy and has granted more freedom to property owners through the extension of permitted development rights (e.g. change of use from office to residential). Whilst the Sub-Group recommends that Council should lobby the Government for greater control through the planning framework, it acknowledges that this may not alter eventual outcomes as proposals may accord with national and local planning policies.
- 7.3 The North Tyneside Local Plan provides for the development of 16,593 new homes in the 20 year period up to 2032. A key strand of future activity should be to see how town centres can serve the growing populations, particularly those living in the Murton Gap and Killingworth Moor areas, and how any new local retail developments can complement neighbouring town centres.
- 7.4 The sub group acknowledges the significance of retail parks such as Silverlink Shopping Park and the contribution they make to the economy of the

borough. The Council should continue to support their future development when this is in line with national and local planning policies. The Council must however be mindful of the likely impact on town centres of any future growth of retail parks and keep under review the effectiveness of its town centre first approach towards new development for main town centre uses (Local Plan Policy DM 3.4) and if necessary, strengthen its policies.

8. Cultural Events

- 8.1 Cultural events such as the Victorian Christmas Market in North Shields have increased footfall in town centres and have benefitted the local economies. This has included recent events in North Shields supported by the Business Chamber. In light of financial pressures, the Council increasingly supports private and community partners to deliver events in town centres rather than delivering them itself. Whilst event space is sometimes limited in town centres, the sub group acknowledges that the success of an event is often down to its location and accessibility by both car and public transport. It is often the case that event organisers will specifically target non town centre locations for reasons of accessibility.
- 8.2 Consideration will therefore need to be given to creating connections between events and town centres and to create better event spaces in town centres in order to maximise the opportunity for broadening the visitor experience and town centre offer.

9. Place Branding & Marketing

- 9.1 People more readily identify with the towns in North Tyneside rather than the borough as a whole or its four quadrants (north east, south west etc.) It is important to recognise that the Chambers of Trade will have their own views on branding and may be best placed to lead on this for their respective town centres. Of equal importance is the need to market the town centre offer and experience to those who currently do not see them as a destination of choice. Again, the role of the Chambers of Trade to lead on this promotion is essential.

10. Public Realm

- 10.1 People want attractive, healthy and safe places to go. The Council has a vital role to play in continuing its investment into the infrastructure of town centres such as roads, pavements, lighting, street furniture. The sub group noted the recent improvements in Forest Hall and the impact that this had achieved. Whilst recognising the significant financial challenges of public realm works, any future projects should seek to provide attractive spaces in which people can socialise, reduce the amount of inappropriate street furniture and provide effective directional signage. The Council must also continue to maintain the cleanliness of centres, ensuring for example that streets are tidy and public toilets are in working order.

11. Technology

- 11.1 Technological infrastructure and connectivity is good in the town centres and is about to be improved with the installation of full fibre connections and 5G networks. This technology offers businesses with opportunities to market on-line, develop their own websites, use social media, operate click and collect models of retail or collaborate with others to develop town centre websites.
- 11.2 The Council has a role to play in supporting businesses to maximise the opportunities presented by the technology by offering skills training through its business support services and help co-ordinate on line marketing strategies through its social media presence and websites such as visitnorthtyneside.com

12 Funding

- 12.1 The Government has established a £675m Future High Streets Fund to help local areas prepare long-term strategies for their high streets and town centres and co-fund infrastructure and land assembly projects. Whilst the Council was unsuccessful in progressing to the second round of this, it is anticipated that further rounds will be announced and the Council is reviewing how to improve its chance of success in future rounds.
- 12.2 The sub group notes that the North of Tyne Combined Authority has allocated £200,000 from its Business Case Development Fund to undertake a North Shields and Fish Quay Masterplan and Business Case Development Study. The outcome of this work will be used to attract investment from several sources and could support an application to the Government's Future High Streets Fund. The sub group urges the Council and its partners to work together to secure funding as and when it becomes available from a range of sources including Central Government.
- 12.3 Further consideration should be given to how funds derived from the Community Infrastructure Levy and Section 106 agreements might be used to aid town centre regeneration. The Group acknowledged that in respect of any Section 106 planning contributions, these will need to meet the relevant tests and criteria and will need to be directly related to the development which is being considered through the planning process.
- 12.3 The sub group believes that formulating a broad vision for our town centres which reflects the current structural changes will help attract and secure further grant funding and inward investment.

13 Expectations of Business Community

- 13.1 The group recognises that the Council has only limited scope for intervention in defining our town centre offer as ultimately shops and services are private enterprises. Retailers should be encouraged to have a greater stake in our centres and to work with the Council where appropriate.

However, the sub group acknowledges that retailers and leisure operators are commercial entities and are often bound by their own internal policies and

governance. Also, at a time when margins are narrow and competition from on-line retail is increasing, there is often less capacity (financial and otherwise) to engage in activities outside their core business. Notwithstanding this, the sub group recommends that the Council continue to work collaboratively with operators to:

- adapt to customer demands to provide a convenient, attractive and unique offer;
- provide excellent customer care;
- embrace new technology;
- connect any marketing initiatives with any overall marketing strategy for the town centre; and
- support cultural events held in the town centres.

- 13.2 The sub group also calls upon national retail chains with branches in our town centres to contribute more to the development and promotion of them. The group found in the course of its investigation a disproportionate burden falling on the independent traders within the towns in co-ordinating marketing strategies, supporting events and improving the condition of the town centres.

14 Monitoring

- 14.1 The sub group suggests that the Cabinet should report to the Economic Prosperity Sub-Committee on its response to this report and, in the longer term, the sub-committee should include within its work programme further scrutiny exercises to examine the delivery of activity and assess their impact.

Sources of Evidence

The following background documents have been considered in the course of the sub group's investigation:

[Revitalising town centres – LGA handbook for council leadership](#)
[North East Local Enterprise Partnership - Strategic Economic Plan](#)
[North of Tyne Combined Authority - Economic Vision](#)
[Our North Tyneside Plan](#)
[North Tyneside Local Plan](#)
[An Ambition for North Tyneside](#)
[North Tyneside Retail and Leisure Study 2014](#)
[The Transport Strategy](#)
[The Parking Strategy](#)
[Forest Hall Public Realm Improvements](#)
[Business Support O&S Report March 2017](#)
[Business Support Services](#)
www.visitnorthtyneside.com
 Local vacancy and footfall rates
 Town centre plans showing commercial use.
[The Portas Review 2011](#)
[The Grimsey Reviews 1 and 2](#)
[Housing, Communities and Local Government Select Committee Report Feb 2019](#)
[Timpson Report Dec 2018](#)
[North East of England Chamber of Commerce – Town Centres: Planning for the Future- Nov 2018](#)
[Centre for Retail Research](#)
[House of Commons Briefing Paper](#)
[National Planning Policy Framework](#)
[The Digital High Street 2020 Report](#)
[The Digital Influence Index](#)
[Smart Street, Moseley Street, Newcastle](#)
[Town Centre Investment Zones –Getting investment back into the high street](#)
[Business Forum](#)
[Business Improvement Districts](#)
[The Future High Street Fund](#)

The sub group would like to place on record its thanks and appreciation to the following people for agreeing to meet with the sub group to discuss and consider the future of retail and town centres:

David Bavaird, Chair of the North Tyneside Business Forum
 Kevin Stephenson, Chair of Wallsend Chamber
 Judith Ramshaw, Royal Quays Outlet Centre Manager
 Paul White, Director of NewRiver REIT plc
 David Menzies, Manager of the Beacon Centre, North Shields.
 Nick Lambert, Manager of The Forum Shopping Centre, Wallsend
 Miles Walton, Chair of the North Shields Chamber of Trade and Commerce
 Julie Summers and Michael Maughan, Whitley Bay Chamber of Trade
 Michael Bell, Senior Asset Manager, and Anthonie Chiu-Smit, The Crown Estate/
 Silverlink Retail Park.
 Poppy Arnold, Elected Young Mayor
 Daniel McTiernan, Deputy Young Mayor

Oscar Daniel, Emily Doughty and Harsh Singh, Youth Councillors
Anne Grimes, Participation and Advocacy Officer
Peter Slegg, Senior Planning Policy Officer
Aidan Dobinson Booth, Development Control Manager
Graham Sword, Senior Manager Regeneration
Ben Kaner, Head of Digital Strategy
Sean Collier, Senior Manger Business and Enterprise
Pete Warne, Tourism and Events Development Manager
Vicki Nixon, Participation and Advocacy Manager
Paul Hanson, Chief Executive
Councillor Bruce Pickard, Deputy Mayor and cabinet member responsible for
regeneration, planning, business and economic development
John Sparkes, Head of Regeneration and Economic Development