



North Tyneside Council

Friday, 24 February 2023

Tuesday, 7 March 2023 Chamber - Quadrant, The Silverlink North, Cobalt Business Park, North Tyneside, NE27 0BY **commencing at 6.00 pm.**

Agenda Item	Page
1. Apologies for absence To receive any apologies for absence from the meeting.	
2. Substitute Members To be notified of the appointment of any Substitute Members.	
3. Declarations of Interest and Notification of any Dispositions Granted You are invited to declare any registerable and/or non-registerable interests in matters appearing on the agenda, and the nature of that interest. You are also invited to disclose any dispensation in relation to any registerable and/or non-registerable interests that have been granted to you in respect of any matters appearing on the agenda. Please complete the Declarations of Interests card available at the meeting and return it to the Democratic Services Officer before leaving the meeting.	
4. Minutes To confirm the minutes of the meeting held on 31 January 2023.	5 - 10
5. Museum Development in North Tyneside To provide an overview of Museum activity and report on the progress of development plans for Segedunum Roman Fort & Museum and Stephenson Steam Railway.	11 - 14

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. Date and Time of Next Meeting

Tuesday 27 June 2023 at 6.00pm.

Circulation overleaf ...

Members of the Culture and Leisure Sub Committee

Councillor Ken Barrie
Councillor Linda Bell
Councillor Davey Drummond
Councillor Joe Kirwin
Councillor Louise Marshall
Councillor Andy Newman

Councillor Gary Bell
Councillor Julie Cruddas (Chair)
Councillor Lisa Ferasin
Councillor Gary Madden
Councillor Pam McIntyre
Councillor Jane Shaw (Deputy Chair)

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Culture and Leisure Sub-Committee

31 January 2023

Present: Councillor J Cruddas (Chair)
Councillors K Barrie, D Drummond, L Ferasin, J Kirwin,
G Madden, L Marshall, P McIntyre, A Newman and J Shaw

Apologies: Councillors G Bell and L Bell

C&L17/23 Substitute Members

There were no substitute members reported.

C&L18/23 Declarations of Interest and Dispensations

There were no declarations of interest or dispensations reported.

C&L19/23 Minutes

Resolved that the minutes of the previous meeting held on 2 November 2022 be confirmed and signed by the Chair.

C&L20/23 An Ambition for Wallsend

Consideration was given to a report and presentation by the Regeneration Project Manager, which provided an update on progress of the development of the Wallsend Masterplan (An Ambition for Wallsend) and the projects that related to culture and leisure.

Following the report to Cabinet of 26 November 2018, *An Ambition for North Tyneside*, a programme of masterplans was initiated to address issues of regeneration and redevelopment across North Tyneside.

At its meeting on 28 March 2022, Cabinet received a report which set out a set of policy priorities for Wallsend Town Centre. These policy priorities were developed with the Deputy Mayor and following engagement with the Ward Councillors for Battle Hill, Howdon, Northumberland and Wallsend and were to inform a Masterplan for Wallsend which is identified as a priority in Our North Tyneside Plan 2021-2025.

The policy priorities agreed by Cabinet were:

- **Improve the quality of the housing offer in Wallsend;** in particular making the area a focus of the Mayor and Cabinet's plans for 5,000 affordable homes along with tackling some of the poor quality privately rented housing in the masterplan area.
- It is also about **making the town centre and the neighbourhoods around it great places to visit and live;** improving the street scene and public spaces and working with partners to make sure people feel safe;
- And finally, it is **about making sure Wallsend residents are connected to good jobs** by using the full range of tools, including adult education services and

apprenticeships and the transport infrastructure around the town to make sure people in the community, who need it, are supported to improve their life chances.

Over the past 6 months, and working with the Deputy Mayor, Ward Members, the Chief Executive and other stakeholders had prepared a draft Masterplan which reflected the Authority's ambition for the town centre and delivered on the policy objectives which were agreed in May 2022.

The draft Wallsend Masterplan (for consultation) was approved by Cabinet on 28 November 2022. Consultation would take place in January and February before an amended Masterplan is brought back to Cabinet in spring 2023.

The draft Masterplan proposes fourteen interventions that would deliver the three policy priorities for Wallsend, as identified by Cabinet.

The interventions build on the cultural and leisure investment in Wallsend over the last 15 years such as Hadrian Leisure Centre, the Wallsend Parks heritage lottery fund refurbishment and the improvements to the Customer First Centre and the library which had enabled a wider range of activities and exhibitions to be accommodated. Wallsend Parks, the town centre and Segedunum Roman Fort & Museum was also the focus for an established programme of events including the fireworks at Segedunum and the annual Wallsend festival.

There were two projects relating to Segedunum which provided Wallsend with a unique opportunity to develop a world class cultural attraction as part of the Hadrian's Wall World Heritage Site.

Culture and leisure was central to other projects too such as Project 8 – Cycle Corridors, Project 11 – Historic Buildings & Conservation and Project 14 – Events and Animation. There were opportunities in the public realm and built environment projects too for cultural intervention for example by appointing artists or creative practitioners to work alongside architects and engineers in the design teams.

The scope of the Masterplan area was agreed at Cabinet in March 2022. It covered the town centre core of High Street East and West, the Forum shopping centre and Station Road, with their surrounding catchment area of housing. It also included the Segedunum Roman Fort and Museum and Wallsend riverside as far as Davy Bank and to the north it included the Parks, Wallsend Hall, and the former Buddle School and arts centre building. This built on the early engagement with ward members which had helped inform thinking and the direction of the Masterplan.

In addition, since March 2022 the Authority had been working to better understand the issues, challenges and opportunities in Wallsend focussing in particular on the three policy priorities of housing, place and employment. This work included:

- A review of recent reports such as the surveys of town centre businesses and customers in 2021 (the "Understanding the Heart of our Town" report).
- An assessment of the town centre's buildings, roads, streets, footpaths and public spaces and development of ideas for improving them.
- A review of the local property market to better understand the supply of and demand for homes, shops and offices.
- Identification of opportunities to support residents in securing employment and improving their skills e.g., adult education and a "Working Well" employability hub.

- Creation of the River Tyne Task Force with the North of Tyne Combined Authority, Port of Tyne, businesses and other local authorities marketing the offshore energy opportunities under the 'Tyne Powered' brand and providing a collective voice to talk to Government.
- A review of traffic flows, transport usage and car parking.
- Working with the Academic Health Science Network (AHSN) and the One Public Estate initiative to understand the opportunities for the Masterplan to support public health initiatives and provision. The AHSN had recently appointed artists to explore how mental health and wellbeing, through the theme of 'Places of Sanctuary,' can be considered and reflected in designing for the built environment.

The fourteen proposed projects were mostly based on a specific place or building while those covering Business Support, Employment Support and Events & Animation would apply throughout the masterplan area:

Project 1 – Wallsend Town Square: Located at the heart of the town centre the existing square provides a natural focal point for visitors and town centre activities. Refurbishment of these pedestrianised areas next to the Forum Shopping Centre, Customer First Centre and Anson Public House is a key objective of the Masterplan. This will see the space remodelled through new planting, paving and street furniture and it will provide the high quality, multi-functional space at a key 'Gateway' into the town centre.

Project 2 – High Street West, High Street East and Station Road: Improve the appearance and experience on High Streets West, East and Station Road and improve the experience for pedestrians, cyclists, wheelchair users and other town centre visitors. This could be achieved through widening pavements, introducing street trees and seating while retaining access for vehicles and servicing. Providing some design continuity and developing a Wallsend suite of materials and street furniture will be an essential part of this approach.

Project 3 – Segedunum World Heritage Site Gateway: Reimagine Buddle Street and the featureless paved area between Buddle Street and Woolley Street creating a 'pocket park' and an environment that celebrates and recognises you are passing through a historic fort. A key issue will be to enhance the visual appeal and visitor experience whilst maintaining the road as a key riverside traffic route serving industry.

Project 4 – The Forum: New River Retail are planning to further invest and improve the connectivity between Aldi, the Health Centre and the retail shops by removing the large atrium area and replacing it with public realm whilst consolidating the existing retail. The existing two storey car park is a potential development site for which various options are being considered.

Project 5 – Bus & Metro Station: The current Bus and Metro station is in a strategic location sited between the town centre and Segedunum. However, its visual appeal is limited, and the site currently contributes little to the townscape (other than its function as an interchange), and in some ways, creates a barrier between the town centre and Segedunum. The masterplan seeks to explore options to modify the existing interchange through new tree and shrub planting and improved pedestrian and cycle links to Segedunum. This could extend to removal of some or all bus stands enabling new development to progress such as a cycle hub and secure cycle parking or even new build housing.

Project 6 – Housing Streetscape Improvements: The Masterplan proposes to transform the streets in the terraced housing north and south of the High Street East and West creating inclusive, pedestrian and cycle friendly streets that provide space for planting, allow safe children's play and can accommodate future public vehicle infrastructure. This will

radically improve the appearance, liveability and appeal of Wallsend Town Centre as a destination of choice for new (and existing) residents.

Project 7 – Housing Development (New Build & Refurbishment): Bring forward opportunities to refurbish existing homes and be proactive in bringing forward new build such as the Portugal Place/High Street West/Border Road site as well as windfall sites. This will be complemented by initiatives to raise housing standards especially in poor quality private rented homes. This will build on our success in North Shields where we have successfully delivered new housing opportunities and will broaden the Wallsend housing offer and will help attract new residents who are economically mobile and are able to support local shops and services.

Project 8 – Cycle Corridors: Wallsend is on the National Cycle Routes and therefore has a considerable reach into the local, national and international cycling communities. Improvements to the C2C/Route 72/Hadrian's Cycleway include a possible cycle hub and the creation of new routes north from the C2C via Holly Avenue to the town centre and via Park Road to Richardson Dees Park. These collectively will improve provision and the attractiveness of the routes to cyclists which will have spin off benefits for the town centre.

Project 9 – Segedunum Transformation: The existence of a World Heritage Site within the Town Centre provides a raft of opportunities to drive footfall and spend in the town centre. It also provides the opportunity for the museum to become an asset in the heart of the community which benefits both residents and businesses. The masterplan therefore proposes the transformation of Segedunum Roman Fort & Museum through new galleries, stories about the wider history of the town, together with Augmented Reality (AR) & Virtual Reality (VR) experiences. Works will also involve repairing and reopening the Bath House, relocating the café, creating an outdoor events space and frontage improvements that shouts we are a world-class World Heritage Site. Segedunum presents a unique opportunity to redefine the town centre offer and to improve links to the retail core which will be an essential component of any scheme.

Project 10 – Segedunum Linkages: It is important to draw Segedunum into the town centre offer and to improve the linkages between the two. As such, the Masterplan considers options for interventions to improve and enhance the routes between Segedunum and the Metro Station and town centre which could include additional signage, planting, waymarkers, banners and coloured paving and surfacing.

Project 11 – Historic Buildings & Conservation: Wallsend has some beautiful and well-appointed buildings which reflect the wealth and proud history of the town. The Masterplan proposes to initiate and support ways of restoring and finding new uses for much loved, historic buildings such as the Buddle, the Civic Hall and the former Coach and Horses Public House. We will also investigate the scope for declaring a town centre Conservation Area.

Project 12 – Business Support: Growing the local economy and securing inward investment will be a key ingredient of future success. The Masterplan seeks to deliver a programme of bespoke business support using the grant funding from the Towns and High Streets Innovation Programme. This includes support for start-ups and established SMEs, a town centre business adviser and shop front grants.

Project 13 – Employment Support: One of our key policy objectives for Wallsend is to ensure residents are connected to good jobs and are able to fulfil their potential. Development of the Working Well Employability Hub will provide employment and skills support in one place. Initiatives will also assist people not using mainstream services as

well as improving adult education provision. Digital inclusion will be a key element given that many job adverts and interviews etc., were held on-line.

Project 14 – Events & Animation: Town centres thrive on activity and a varied events programme can help drive footfall, increase visitor spend and, importantly, leads to repeat visits. Expanding the scope and reach of Wallsend's existing programme to drive footfall and increase participation will be a major contributing factor to the town's future success. This can be achieved through greater use of the Customer First Centre and Segedunum and exploring new initiatives through AR and VR, town trails and attractions such as drone based light shows.

Information used in the preparation of this report:-

Report to Cabinet 28 November 2022, An Ambition for Wallsend

<https://democracy.northtyneside.gov.uk/documents/s10465/An%20Ambition%20for%20Wallsend%20Report%20and%20Appendix%201%20Appendix%202.pdf>

An Ambition for Wallsend – Draft Masterplan

<https://democracy.northtyneside.gov.uk/documents/s10571/An%20Ambition%20for%20Wallsend%20-%20Masterplan.pdf>

During discussions reference was made to the funding and maintenance of Parks in the area including Richardson Dees; It was explained that a management plan was in place as part of Lottery funding support with initial investments received with potential for follow-up.

Clarification was sought on how the area would be developed without Levelling Up the support of funding; It was explained that there was potential for further Lottery funding and the Authority was looking to submit a second phase bid to secure a £5m package of money for Segedunum, also a third phase levelling up bid to be announced by the Government in due course. Other opportunities included money from North of Tyne Combined Authority (NTCA) in addition to the £1.9m already secured, Shop Front improvements was also a possibility.

It was noted that as the Authority already had a Masterplan in place and by having a planned structure/framework it was in a good position when bidding for further projects. It was also noted that the Authority needed to be flexible in submitting future levelling-up bids as the Government had confirmed that previous bids could not be re-submitted as the criteria was likely to change.

The Chair, on behalf of the Sub-Committee, welcomed the plans for Wallsend and progress on the development of Wallsend Masterplan projects, and thanked officers and all those who had bought into the vision.

It was **agreed** that the report and presentation on the culture and leisure elements of the developing Wallsend Master Plan (An Ambition for Wallsend) be noted.

C&L21/23 Date and Time Next Meeting

Tuesday 7 March 2023 at 6.00pm.

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Meeting: Culture and Leisure Sub-Committee

Date: 7 March 2023

Title: Museum Development in North Tyneside

Author: Keith Merrin, Director

Tel: 0191 2772276

Service: Tyne & Wear Archives & Museums (TWAM)

Wards affected: All

1. Purpose of Report

- 1.1 The purpose of this report is to give the Culture and Leisure Sub-Committee an overview of museum activity and report on the progress of development plans for Segedunum Roman Fort & Museum and Stephenson Steam Railway.

2. Recommendations

- 2.1 The Sub-committee is recommended to note the report and comment on the presentation.

3. Background

Tyne & Wear Archives & Museums (TWAM) works with North Tyneside Council to operate its museums at Segedunum and Stephenson Steam Railway and deliver activities across the borough that engage communities, break down barriers to access, develop skills and educational opportunities, improve health and well-being and support the economy.

TWAM works similarly in South Tyneside, Gateshead and Newcastle operating a further seven museums – South Shields Museum, Arbeia Roman Fort, Shipley Art Gallery, Laing Art Gallery, Discovery Museum, Great North Museum:Hancock and the Hatton Gallery. This unique partnership of museums enables TWAM to bring efficiencies, expertise, local and national profile and funding that each venue alone would struggle to sustain.

TWAM is governed by the four Tyneside local authorities through a partnership agreement and a Board which also has representation from the University of Newcastle (owner of Great North Museum and the Hatton) and independent members including the Chair Baroness Joyce Quin.

TWAM is an Arts Council England (ACE) National Portfolio Organisation (NPO) which means it is able to match the contribution made by the partners from national funds. It is the largest Museum NPO in the country and has secured over £3million each year to support delivery of the museum and community activity in the region.

TWAM also delivers the county archive service for Tyne and Wear (including Sunderland) meaning that it holds all of the public records for North Tyneside along with a treasure trove of other historical collections.

TWAM has recently adopted a new mission which sets the focus of its activity for the next three years on using our amazing museums, collections and expertise to support local communities with the local and global challenges that they face.

4. Segedunum Roman Fort

The Fort, at Wallsend, attracts about 45,000 visitors each year including many out-of-region visitors. It is the most easterly fort on the Hadrian's Wall Frontiers of the Roman Empire World Heritage Site and the most excavated fort on Hadrian's Wall, with an 80-metre stretch of original Wall plus a reconstruction that visitors can climb.

It has a strong school audience (up to a fifth of visitors) and a long reputation for delivering excellent, curriculum-based education visits.

As well as its Roman galleries the museum also covers the important story of local industrial heritage including collieries and shipbuilding and the nearby Swan Hunter yard.

The site is used as a start or finish of the Hadrian's Wall Path National Trail which celebrates its 20th birthday in 2023 and has about 15,000 walkers each year.

The exhibition programme has included high profile national loans from the British Museum whilst a popular events programme brings visitors from the immediate local area.

It is the only TWAM site that has an admission charge whilst an 'NE28 free admission offer' allows residents living in the postcode area to attend for free.

The Council and TWAM have recently secured MEND (ACE - Museum Estate and Development Fund) funding of £499,000 to support remedial work at the museum as part of exciting plans for a new £7million transformation and redevelopment.

The aim of the redevelopment is both to improve the venue as a tourist attraction but also very much as a community asset and is linked to the wider Wallsend Masterplan. A Stage 1 bid to the National Lottery Heritage Fund has also been submitted in February 2023 to support this work.

5. Stephenson Steam Railway

The museum, near Silverlink, attracts about 26,000 visitors a year and includes two miles of railway track between Middle Engine Lane and Percy Main.

Railway pioneers George & Robert Stephenson spent nearly 20 years in North Tyneside developing their ground-breaking ideas. George built 16 locomotives at West Moor Colliery in Killingworth including Killingworth Billy, the third oldest surviving locomotive in the world, which is on display in the museum, along with other engines, coaches and railway collections. The museum displays were refurbished in 2020 primarily funded by the DCMS Wolfson Fund (£94,500).

A highlight of any visit is a trip down the track pulled by one of our working engines, which is made possible by our volunteer group, the North Tyneside Steam Railway

Association. The volunteers crew the trains and do a huge amount of maintenance and repair work, as well as running the café, and improving and maintaining the grounds. There are currently about 50 active volunteers.

The museum has recently been shortlisted for Best Small Visitor Attraction in the North East Tourism Awards and has many popular events including the annual Elf Express which draws a large crowd of local families and generates income for the operation of the museum.

TWAM has recently secured over £81,000 from National Lottery Heritage Fund to develop a Woodland Walk on the site. It will be a resource for community and learning activities as well as an added attraction for visitors and came from an idea developed by the volunteers.

We are also about to take ownership of Metro car 4001 – the first of a fleet of 90 built for Metro, now being replaced by a new generation of trains. The Metro car is very kindly being donated by Nexus to the Museum.

6. Work with Communities

TWAM works with partners across North Tyneside to run projects, host special events, offer social prescribing opportunities, provide training and create resources to be used across sectors and much more. We do this in our venues, in the community, in clinical settings and online.

We work with a number of key partners in North Tyneside including:

Age UK North Tyneside

North Tyneside Art Studio (NTAS)

EngAGE Linskill & Battle Hill

Northumbria Health Care Trust (North Tyneside Hospital)

Helix Arts

We also work with refugees and asylum seekers providing development and training to increase their employability and broaden their experiences of living in North East England.

Our regular offers include 'Warm Welcome' Museum Socials, Museum 2 Museum Cycle routes, Dementia Support in partnership with Age UK, Falling on Your Feet (Falls Prevention Creative Movement), NTAS presents@Seggy (a rolling exhibition of work by participants).

In the last year total community engagements across Tyneside were 2658 and total community engagements in North Tyneside were 564. The largest group engaged in North Tyneside are people over 55 via our Platinum Programme with significant engagements with people living with mental health issues via our Wellbeing Programme.

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