

Health and Wellbeing Board
26th January 2023

An Ambition for Wallsend

John Sparkes, Director of Regeneration & Economic Development



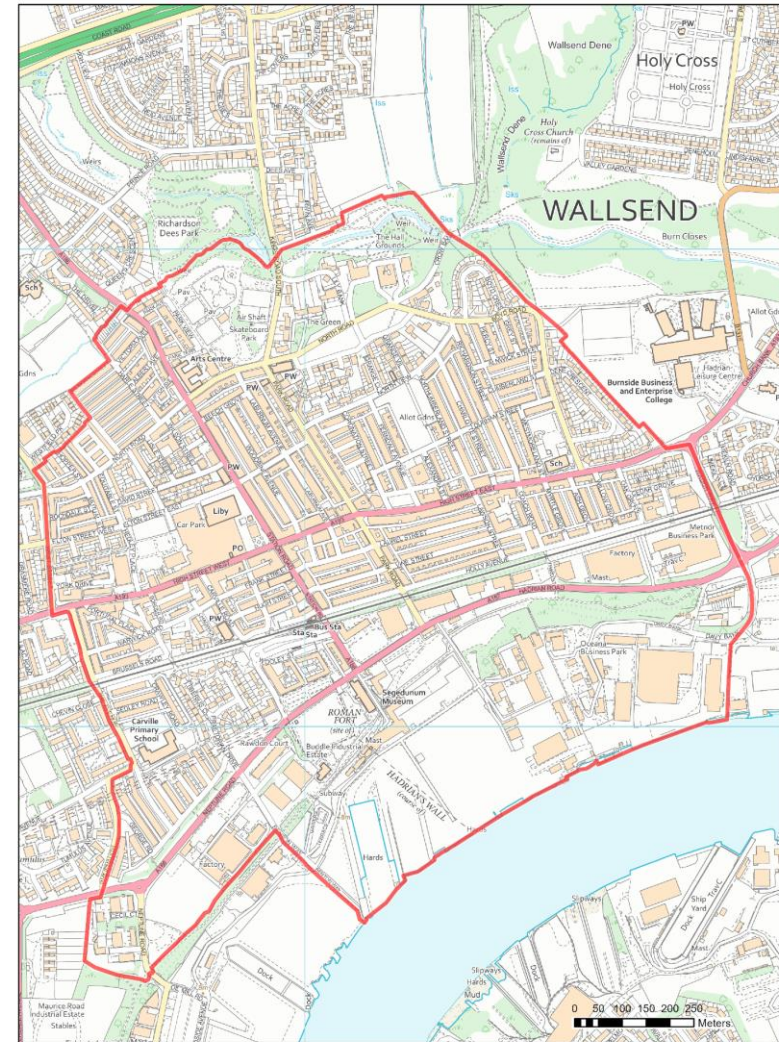
North Tyneside Council

Background

Our North Tyneside Plan 2021-25 – commitment to produce Masterplans for Wallsend, the North West and Whitley Bay

22 May Cabinet – approved the plan boundary and three policy priorities for the Wallsend Masterplan:

- Housing
- Place
- Jobs



Wallsend Masterplan Boundary (1)

Wallsend Masterplan Area

Scale : 1:8000



© Crown Copyright and database right 2022.
Ordnance Survey Licence Number 0100016801



North Tyneside Council

Policy priorities

- ***Improve the quality of the housing offer in Wallsend***; in particular making the area a focus of the Mayor and Cabinet's plans for 5000 affordable homes and tackling some of the poor quality privately rented housing in the Masterplan area
- ***Make the town centre and the nearby neighbourhoods great places to visit and live***; improving the street scene, public spaces and working with partners to make sure people feel safe; and
- ***Make sure Wallsend residents are connected to good jobs***; using the full range of tools, including adult education, apprenticeships and the capabilities plus the transport infrastructure around the town to make sure people in the community, who need it, are supported to improve their life chances.



Early engagement and development of draft Masterplan

- Draft Masterplan prepared in response to the three policy priorities and following discussions with:
 - Councillors in Battle Hill, Howdon, Northumberland and Battle Hill wards
 - Local stakeholders including New River, VODA and Tyne and Wear Archives and Museums
 - Officer team including representatives from strategic property, planning, transport and highways, public health, housing, regeneration, inclusive growth, employment and skills and environment



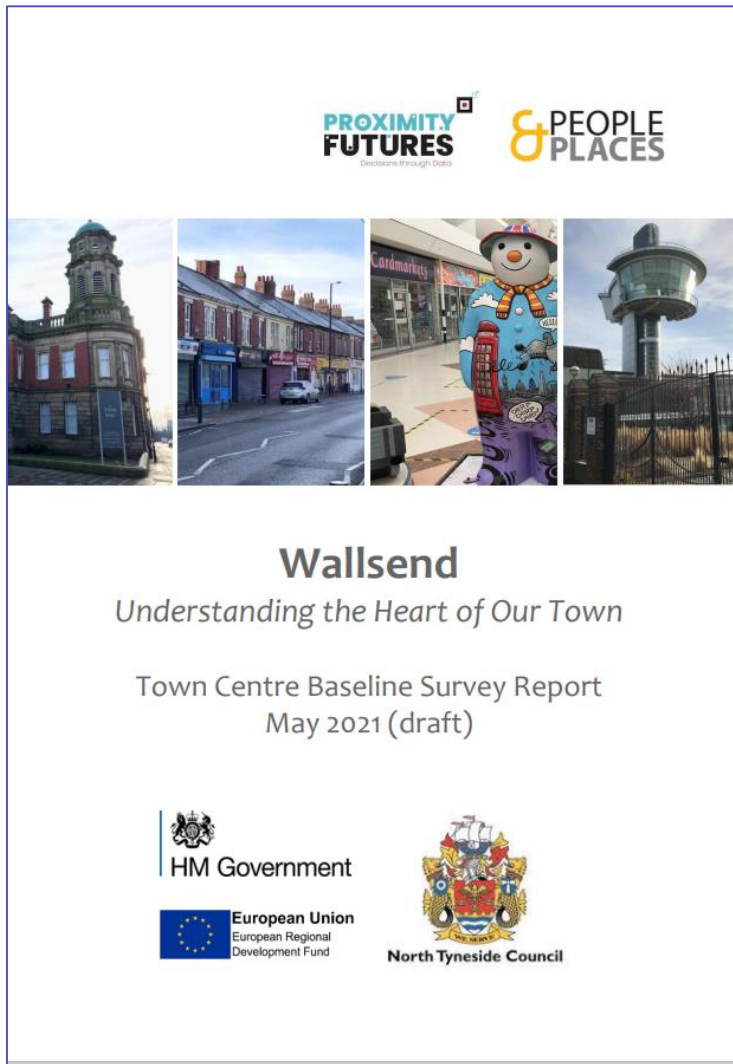
Delivery in Wallsend in the last 10 years has included...



- Customer First Centre and Spirit of North Tyneside VCSE hub
- Hadrian Health Centre (opening autumn 2022)
- ALDI supermarket, Burger King and new car park
- Wallsend Town Hall refurbishment as managed office space
- New Council housing at Swan Close and Alexandra Street
- Refurbishment of Richardson Dees Park and the other Wallsend Parks
- Housing refurbishment at Charlotte Street
- Site clearance and infrastructure at Swans followed by sale to Shepherd Offshore
- Swans Centre for Innovation



Recent Activity



- Reviewed the “Understanding the Heart of our Town” report and its business and customer surveys
- Assessed the town centre’s buildings, streetscape and public spaces and developed ideas for improving them
- Reviewed the local commercial property and residential market
- Identified opportunities to support residents into work such as the proposed “Working Well” employability hub in the Town Centre
- Created the River Tyne Task Force and launched the ‘Tyne Powered’ brand



Recent Activity

- Secured £1.94m funding from the NTCA Towns and High Streets Innovation Programme for bespoke business support, shopfront grants, active travel/streetscape improvements, a Segedunum high street presence and events
- Established a Board with representatives from VODA, local businesses, residents and Ward Councillors to guide the Towns & High Streets Innovation Programme
- Submitted a bid for £19 million of Levelling Up Fund grant to fund streetscape and active travel improvements in the town centre and around Segedunum
- Established a new base for the Business Factory in Wallsend Town Hall
- Started to look at options for the future of Wallsend Civic Hall
- Developed concept designs and costs for transformation of Segedunum to inform heritage lottery grant bid
- Engaged with the 'Healthy Happy Places' initiative to identify opportunities for interventions that support and enhance good mental health



The Masterplan proposals

	Improve the quality of the housing offer in Wallsend	Make the town centre and the nearby neighbourhoods great places to visit and live	Make sure Wallsend residents are connected to good jobs
1 – Wallsend Town Square			
2 – High Street West, High Street East and Station Road			
3 – Segedunum World Heritage Site Gateway			
4 – The Forum			
5 – Bus & Metro Station			
6 – Housing Streetscape Improvements			
7 – Housing Development (New Build & Refurbishment)			
8 – Cycle corridors			
9 – Segedunum Transformation			
10 – Segedunum Linkages			
11 – Historic Buildings & Conservation			
12 – Business Support			
13 – Employment Support			
14 – Events & Animation			



1 – Wallsend Town Square



- Heart of the town centre
- Focal point for visitors and town centre activities
- Refurbishment of pedestrianised areas next to the Forum, Customer First Centre and Anson Public House
- Remodelling through new planting, paving and street furniture providing high quality multi-functional space at key Gateway



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.



3 – Segedunum World Heritage Site Gateway

- Setting to Segedunum is bland and doesn't shout World Heritage Site
- Major opportunity to reimagine Buddle Street and the paved area between Buddle Street and Woolley Street
- Potential to create 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
- Need for early engagement with residents, TWAM and Historic England to ensure designs respect the archaeological interest
- Visualisation on next slide shows what might be possible



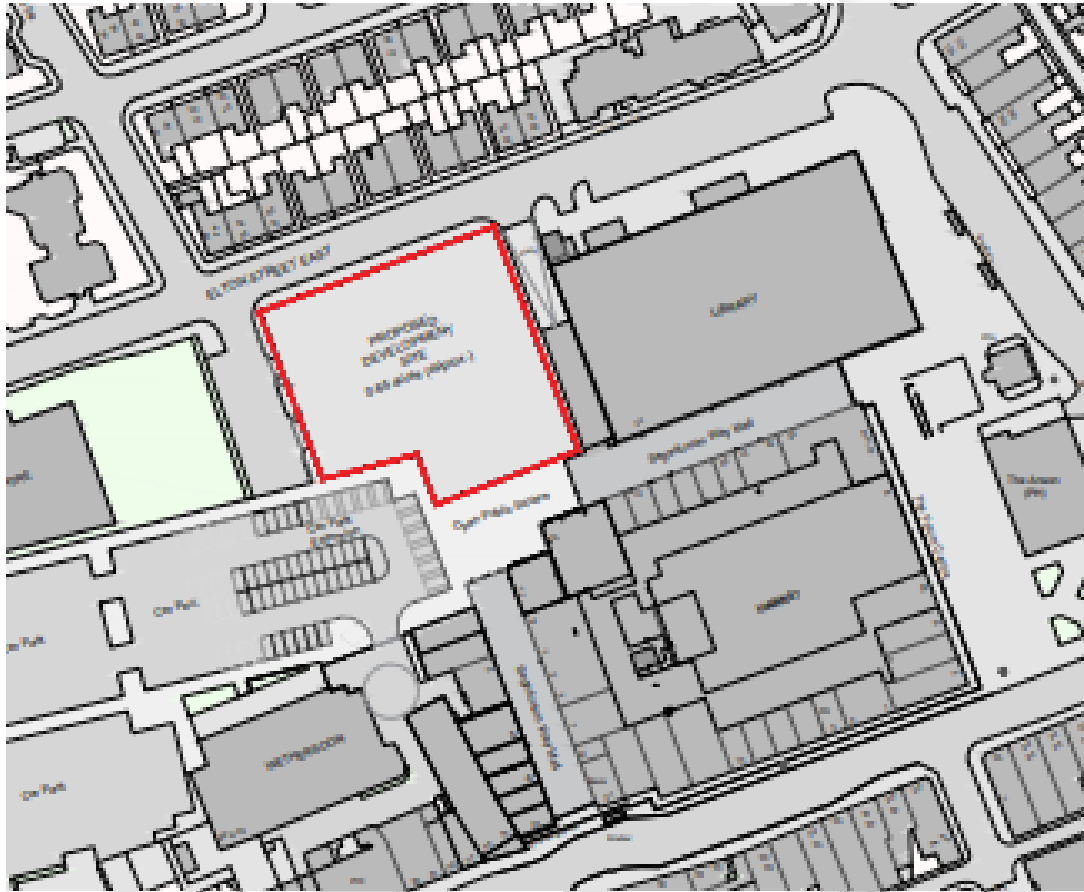
SEGEDUNUM HERITAGE SITE GATEWAY

BEFORE



North Tyneside Council

4 – The Forum



- NewRiver Retail is planning further investment
- Proposal is to improve the connectivity between Aldi, Hadrian Health Centre and the retail shops by removing the large atrium area and replacing it with public realm and consolidating the existing retail.
- Existing two storey car park is a potential development site for which various options are being considered by NewRiver



5 – Bus & Metro Station

- Bus station has limited visual appeal and contributes little to the townscape
- In some ways, creates a barrier between the town centre and Segedunum.
- Options could be explored to modify the existing interchange through new tree and shrub planting and improved pedestrian and cycle links to Segedunum.
- Possible option to remove some or all bus stands enabling new development to progress such as a cycle hub and secure cycle parking or even new build housing.



6 – Housing Streetscape Improvements

- Proposal 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
- Space for planting and safe children's play
- Futureproof to accommodate future electric vehicle infrastructure
- Radical improvement in the appearance, liveability and appeal of Wallsend Town Centre as a destination of choice for new (and existing) residents
- Next slide shows Vine Steet but this principle could be applied to any of the streets



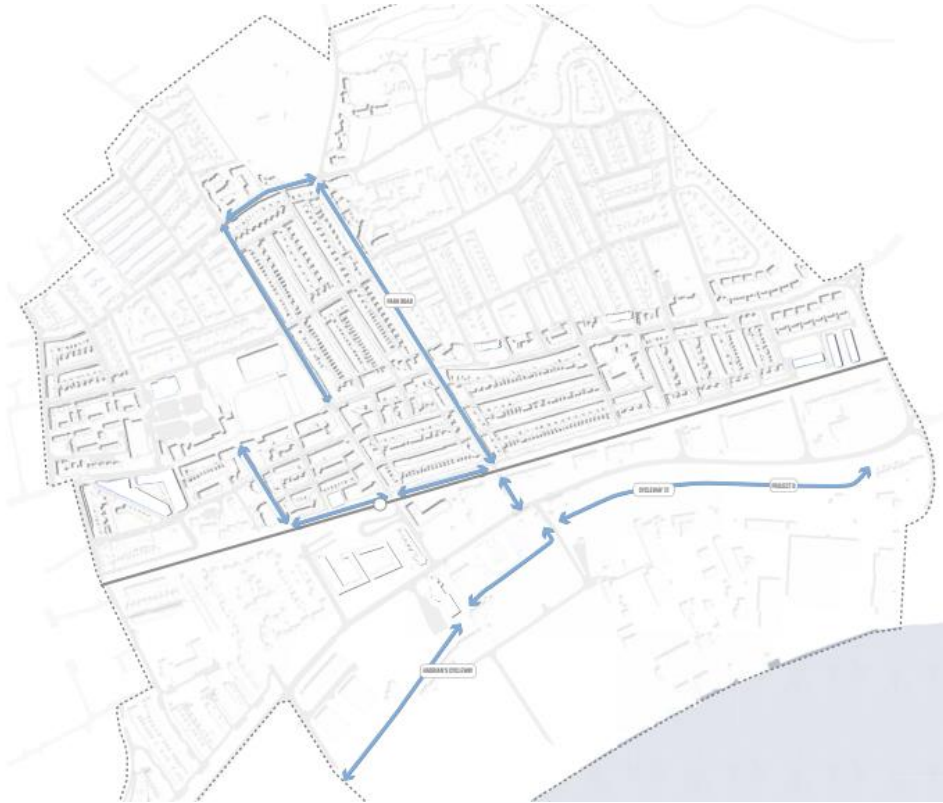


7 – Housing Development (New Build & Refurbishment)

- Bring forward opportunities to refurbish existing homes
- Be proactive in bringing forward new build such as the Portugal Place site as well as windfall sites
- Complemented by initiatives to raise housing standards especially in poor quality private rented homes.
- Builds on our success in North Shields where we have successfully delivered new housing opportunities
- 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



8 – Cycle Corridors



- Wallsend is on the National Cycle Routes and has a considerable reach into the local, national and international cycling communities.
- Scope for improvements to the C2C/Route 72/Hadrian's Cycleway including a possible cycle hub and 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.



9 – Segedunum Transformation

- World Heritage Site provides a raft of opportunities to drive footfall and spend in the town centre.
- Opportunity for the museum to become an asset in the heart of the community which benefits both residents and businesses.
- Proposed 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
- Potential to repair and reopen the Bath House, relocate the café, create an outdoor events space and frontage improvements that shouts we're a world-class World Heritage Site
- Stage 1 lottery bid to be submitted in February



10 – Segedunum Linkages

- Need to draw Segedunum into the town centre offer and to improve the linkages between the two.
- 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



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



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
 - shop front grants



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 provide employment support for people not using mainstream services as well as improving the existing adult education provision delivered at Segedunum Business Centre.
- Digital inclusion will be a key element given that many job adverts and interviews etc are held on-line.



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 for events and exploring new initiatives through AR and VR, town trails and attractions such as drone based light shows.

RAYMOND BRIGGS
FATHER CHRISTMAS™

Saturday 3 December

Appearing at intervals between 10.30am and 3pm.

Come along to The Forum Shopping Centre in Wallsend to say hello, listen to stories and have your photo taken.

www.visitnorthynteside.com



FATHER CHRISTMAS™ by Raymond Briggs
© Raymond Briggs/Blooming Productions 2022 Books Published by Puffin
Licensed by Copyrights Group



North Tyneside Council

Next steps

- Engagement in January and February including both face to face and online engagement
- Continue to engage with High Streets Task Force and Towns and High Streets Innovation Board
- Final Masterplan presented to Cabinet in spring 2023 for approval
- And crucially...continue to investigate opportunities for external funding to bring forward individual projects (which will all be subject to further engagement)



Thank you – any questions?

