

Meeting: Economic Prosperity Sub-Committee

Date: 21 March 2023

Title: An Ambition for Wallsend

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Service: Law and Governance

Wards affected: All

1. Purpose of Report

1.1 This report provides an introduction and background information to enable the sub-committee to examine the Cabinet's policy priorities for Wallsend Town Centre and the projects included within the draft Wallsend Masterplan to deliver those priorities.

2. Details

2.1 The sub-committee is responsible for reviewing and challenging the impact of decisions and actions taken by the Elected Mayor, Cabinet and partner organisations in relation to town centres, economic development, business and enterprise, inward investment, planning, transport and tourism. The sub-committee can support and assist the Elected Mayor and Cabinet in the formulation of their future plans, strategies and decision making by making evidence based recommendations to them.

2.2 In March 2022, Cabinet agreed a set of policy priorities for Wallsend Town Centre. These are to:

- a) 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;
- b) 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
- c) 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.

2.3 In November 2022, Cabinet agreed the contents of a draft Wallsend Masterplan to be used as a basis for consultation and engagement with residents, businesses and stakeholders. The draft Masterplan contains a series of projects to deliver designed to deliver the cabinet's policy priorities. A copy of the report to Cabinet and the draft Masterplan is attached as an appendix to this report.

- 2.4 The Director of Regeneration and Economic Development, John Sparkes, and his team have accepted an invitation to attend this evening's meeting to present details of the draft Masterplan, the consultation and engagement activities undertaken and an overview of the preliminary findings to emerge from these conversations.
- 2.5 The purpose of the meeting will be to:
- a) consider the Cabinet's policy priorities for Wallsend Town Centre;
 - b) assess the projects contained within the draft Masterplan in terms of delivering the Cabinet's priorities;
 - c) consider the emerging feedback from residents, businesses and other stakeholders from the consultation; and
 - d) if appropriate, make comments and/or recommendations to the Director of Regeneration and Economic Development and/or Cabinet to help shape the final Masterplan.
- 2.6 The Economic Prosperity Sub-Committee has previously investigated and reported on [the future of retail and town centres](#) in January 2020.

3. Appendices

Appendix 1 – Report to Cabinet 28 November 2022

Appendix 2 – Draft Wallsend Masterplan

4. Background Information

The following documents have been used in the compilation of this report and may be inspected at the offices of the author:

- North Tyneside Council Constitution
- Economic Prosperity Sub-Committee minutes and work programme 2022/23
- Minutes and reports to Cabinet 28 March 2023 & 28 November 2022