

# **North Tyneside Council**

## **Report to Cabinet**

### **Date: 28 November 2022**

#### **Title: An Ambition for Wallsend**

<b>Portfolio:</b>	<b>Deputy Mayor</b>	<b>Cabinet Member:</b>	<b>Councillor Carl Johnson</b>
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**Report from Service Area:** **Regeneration and Economic Development**

**Responsible Officer:** **John Sparkes, Director of Regeneration and Economic Development** **Tel: (0191) 643 6091**

**Wards affected:** **Battle Hill, Howdon, Northumberland and Wallsend**

#### **PART 1**

##### **1.1 Executive Summary:**

At its meeting on 28<sup>th</sup> 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 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.

Over the past 6 months, and working with the Deputy Mayor, Ward Members, the Chief Executive and other stakeholders the Authority has prepared a draft Masterplan which reflects its ambition for the town centre and delivers on the policy objectives which were agreed in May 2022. The draft Masterplan enshrines the Cabinet's agreed policy objectives and includes a series of projects

to deliver them. The first stage of that work is now complete, and a draft Masterplan has been prepared.

The report provides background and a summary of the work done so far in developing a draft Masterplan. Subject to the Masterplan being endorsed by Cabinet, it is proposed that it is used, over the coming months, as a basis for consultation and engagement with residents, businesses and other stakeholders with an interest in the regeneration of Wallsend.

The purpose of this report is therefore to seek Cabinet's approval of the draft Wallsend Masterplan and to use it as a basis for engagement with residents and businesses in Wallsend.

## **1.2 Recommendation(s):**

It is recommended that Cabinet:

- (1) Notes the progress made in delivering the Wallsend Town Centre Masterplan since March 2022;
- (2) Agrees that the Draft Wallsend Town Centre Masterplan be used as a basis for consultation and engagement with residents, businesses and stakeholders over a 6-week period in January and February 2023;
- (3) Authorise the Director of Regeneration and Economic Development to consult and engage with residents, businesses and stakeholders in line with recommendation (2) above,
- (4) Authorise the Director of Regeneration and Economic Development in consultation with the Deputy Mayor and the Director of Resources to prepare a final Draft Wallsend Town Centre Masterplan.
- (5) Agrees to receive a further report in Spring 2023 when Cabinet will be asked to consider and approve the final draft Wallsend Town Centre Masterplan.

## **1.3 Forward Plan:**

Twenty-eight days' notice of this report has been given and it first appeared on the Forward Plan that was published on 30 September 2022.

## **1.4 Council Plan and Policy Framework**

This report relates to the following themes in the 2021-25 Our North Tyneside Plan:

- A thriving North Tyneside
- A secure North Tyneside
- A green North Tyneside

The Wallsend Masterplan also uses the Local Plan 2017 as a Framework, which sets the planning policies to guide the development and regeneration of Wallsend Town Centre and the adjoining areas.

## **1.5 Information:**

### **1.5.1 Background**

As reported in detail to Cabinet in May 2022, Wallsend has a long and proud history and has played a significant role in shaping the regional and national economy. Its history (and name) dates back to the Roman conquest where it served as the eastern end for Hadrian's Wall.

However, Wallsend is perhaps best known for being a manufacturing powerhouse being at the centre of industrial growth on the River Tyne throughout the 19<sup>th</sup> Century and garnering a worldwide reputation for ship building.

The economic fortunes of Wallsend have ebbed and flowed with changes in the national economy and de-industrialisation. However, as reported to Cabinet in May 2022, Wallsend has seen a renaissance in advanced manufacturing driven by offshore energy opportunities. The Authority has always taken a long-term view around securing sustainable economic growth and sought to ensure that strategic employment sites, such as the Swan Hunter site were retained for employment purposes. The sale of the site in 2020 to Shepherd Offshore limited is a significant step in seeing the site brought forward in due course for manufacturing purposes in line with the Authority's objectives.

More recently, the Mayor through the Authority's 'Our North Tyneside Plan' gave a commitment to bring forward a Masterplan for Wallsend Town Centre and, at its meeting on 21 February 2022, Cabinet agreed an update to its regeneration strategy "An Ambition for North Tyneside." That updated strategy made clear that Wallsend Town Centre and its environs were a specific priority.

The Cabinet are aware, from the March 2022 Cabinet Report, of the challenges facing town centres and the draft Masterplan will provide a framework for targeted interventions, when funding permits, within the town centre to deliver on the Authority's policy objectives. The Masterplan will also provide a clear narrative and strong platform from which to launch future funding bids.

### **1.5.3 What the Authority has achieved so far**

As noted in the Executive Summary, in May 2022, Cabinet agreed 3 policy objectives and themes as priorities for the Masterplan namely:

- **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. Building upon recent developments and interventions such as new housing on the site of the former Police Station and the refurbishment of neglected properties on Charlotte Street. In 2020-21, as part of our Empty Homes Programme, the Authority refurbished and repurposed residential properties in Charlotte Street which leads to High Street East. Having acquired them from a landlord where there were significant issues around poor property management/maintenance and anti-social behaviour, the properties have now been successfully converted from flats to family accommodation. This intervention has had a major impact on the appearance and perceptions of Charlotte Street and has significantly improved the quality of lives of the residents living there

- **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.
- **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. Much work has already been undertaken, helping to support the College and University focus on Energy together with work by our Employment and Skills team.

#### 1.5.4 Right now:

Healthcare Facilities: We also continue to work with partners to support the delivery of new healthcare facilities via the Hadrian Health Centre to the rear of the Forum Shopping Centre. In addition to providing much needed new facilities and bringing forward a vacant site, increase footfall and linked trips, the development will also improve the appearance and liveability of the town centre.

Segedunum: Following confirmation of £0.499m MEND funding from Arts Council England in 2022, which seeks to invest in the physical fabric of cultural institutions, the Authority will commence a series of remedial works to the main Segedunum visitor building. We will also seek to attract further external funding to assist with the delivery of transformational changes to the Segedunum Museum offer. This will be to enhance its visitor offer and provide facilities that reflect its World Heritage Site status and reinforces its role as a town centre asset in the heart of the community which contributes to the wider visitor experience and sense of place. A stage 1 bid is expected to be submitted to the National Lottery Heritage Fund shortly.

Business Factory: Aligning with the Authority's policy objectives around ensuring residents are connected to good jobs; the Business Factory has relocated to the Old Town Hall and is continuing to deliver business pre-start and start up advice and support to a broad range of clients.

Engagement Activity: The Authority has sought to undertake some engagement prior to commencing work on the Masterplan. It has engaged with Members of the four wards that are served by the Masterplan area, and officers have met with representatives of New River Retail, who own The Forum Shopping Centre, and they have shared a vision and plan for their asset which forms part of the draft plan. A Towns and High Streets Board, which includes VODA and business representatives, has also been set up as a requirement of the funding award to discuss and endorse the Towns and High Streets Innovation Programme and grant application to NTCA.

UK Shared Prosperity Fund (UKSPF) bids via the North of Tyne Combined Authority  
NTCA: A response from Government on the UKSPF Investment Plan submitted in July is likely to be received in October 2022. Officers are working with colleagues from the Combined Authority, Newcastle City Council and Northumberland County Council to develop a number of interventions that build on activity previously supported through the European Regional Development Fund and the European Social Fund. Funding will be targeted on the following three key investment priorities; Community and Place; Supporting Local Business; and People and Skills.

Power to Change: The Authority has worked with representatives from Power to Change, the community business support organisation, to identify empty properties that could

potentially be purchased and run by the community. Power to Change's vision is that by 2025, more communities in England will run businesses that give them power to change what matters to them.

Wallsend Hall: The Authority is currently looking at the condition of the property, with a view to securing some initial works to protect the fabric of the listed building. Next steps will see the Authority advertising the property as an expression of interest exercise to secure a new private sector operator who will bring the building back into beneficial use which will contribute to the Authority's policy objectives for Wallsend

The Buddle: The ownership of the Buddle was transferred from the Authority to Adavo Workspace on 15<sup>th</sup> March 2021. The original intention of the company was to provide similar accommodation within the Buddle to that which the company has created in the former Wallsend Town Hall. The work to progress this was initially delayed because of the pandemic, but more recently the company has decided to move away from providing a solely traditional office-based business centre and to improve and convert the property with part of the focus being accommodating businesses in the wellness sector.

Former Swan Hunter Shipyard Local Development Order (LDO): On 27 June 2022 Cabinet considered a report to extend the simplified planning regime at the former Swan Hunter shipyard to help bring forward its development and to support our employment objectives for the site. A subsequent public consultation exercise was carried out and no issues were identified requiring modification of the proposed LDO. The necessary actions are now being taken to formally adopt the LDO and to submit a copy of the LDO to the Secretary of State for Levelling Up, Housing and Communities. This simplified planning regime makes the site more attractive to the market by providing certainty around planning use and permissions.

Funding Activity: The Authority has secured £1.94m funding for delivery of activity that contributes to the aims and objectives of the Masterplan through the NTCA Towns and High Streets Innovation Programme. Funding will support the delivery of events and festivals, business support, shop front grants and capital works to improve walking and cycle routes between the town centre and Segedunum and the adjacent National Trail and cycle routes. It also establishes a High Street Board with representatives from local businesses, VODA, Wallsend ward councillors, residents and the North Tyneside Business Forum to develop and oversee initiatives and improvements.

The Authority has also made a bid for over £19 million of grant from the Government's Levelling Up Fund to improve public realm around the town centre and adjacent residential streets to create better connectivity between key retail, leisure and cultural sites. The decision on this funding application was expected in October 2022 but may be delayed given the current national funding/budget landscape.

In 'The Growth Plan 2022' the UK Government set out a plan for Investment Zones, designed to drive economic growth and unlock development. Investment Zone sites will provide tax incentives, planning liberalisation, and wider support for the local economy. It is envisaged that these interventions will help 'accelerate' growth alongside a package of tax cuts and borrowing. An in-principle policy offer to all Mayoral Combined Authorities and Upper Tier Local Authorities provides the opportunity for all to submit an Expression of Interest (EOI) for a designated Investment Zone with 38 being identified as frontrunners. The Authority has worked with colleagues within the NTCA to prepare an Expression of Interest, that was submitted to Government on 14 October 2022. This EOI included sites within the Wallsend riverside.

**Business Support:** The Authority continues to work with the new owners (Shepherd Offshore Ltd) of the Swan Hunter site to support the delivery of new employment opportunities and to bring forward new high-quality jobs. The Authority has also engaged with other businesses in Wallsend as part of our strategic account management as well as engaging with the Chamber of Trade through the Town Centre Task Group.

**Pre-Masterplan Activity:** The Authority has also been active in securing funding to help deliver on our emerging Masterplan objectives. This includes working with the North East LEP to secure £80K from the Accelerated Development Fund (ADF) to assist in the delivery of the Masterplan. This work is now substantially complete and has produced the draft Masterplan which is the subject of this report.

## **The Draft Masterplan**

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

The scope of the Masterplan area was agreed at Cabinet in March 2022. It covers 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 includes the Segedunum Roman Fort and Museum and Wallsend riverside as far as Davy Bank. And to the north it includes the Parks, Wallsend Hall, and the former Buddle School and arts centre building. This builds on the early engagement with ward members which has helped inform thinking and the direction of the Masterplan.

In addition, since March 2022 the Authority has 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 has 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 Service Network and the One Public Estate initiative to understand the opportunities for the Masterplan to support public health initiatives and provision

The 14 proposed projects are mostly based on a specific place or building while those covering Business Support, Employment Support and Events & Animation will 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

NewRiver 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 electric 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 the Authority's success in North Shields where it has 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 from there 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) and 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're 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

As noted above, 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. The Authority 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 the Authority's key policy objectives for Wallsend is to ensure residents are connected to good jobs and can 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 are 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.

## **Next Steps**

Cabinet is asked to note the work done so far and agree the approach to the next stage.

Officers have developed a draft Communications, Marketing and Engagement Plan which is subject to an EqIA to ensure stakeholders with protected characteristics have an equal opportunity to engage. The draft document sets out the Council's approach to communications, marketing and engagement activities, including the core narrative to support the successful delivery of the Wallsend Masterplan. It aims to:

- Help audiences to understand the Masterplan vision and its strategic intent, in a way that is relevant to their particular point of view and needs
- Ensure information is accurate, consistent and timely
- Help facilitate effective two-way communications and encourage feedback from residents, elected members and partners so that their views, issues and comments can help shape future communication planning
- Increase the profile of and change negative perceptions around Wallsend

A range of communications methods will be used to ensure residents, businesses, staff, members and partners are kept informed and encourage a two-way conversation, both digitally and via traditional methods to ensure all demographics are targeted.

A dedicated email address and phone line will be created for enquiries from members of the public. It is proposed to run the engagement process for a 6-week period from the 16 January -26<sup>th</sup> February 2022.

In line with the Authority's listening approach, public feedback will be reviewed, and any necessary changes made to the plan, prior to returning to Cabinet in the spring of 2023 with a final plan for approval. This will then provide a long-term plan for the town and will

provide an effective tool to secure the additional funding necessary to bring forward projects. Further reports will be brought forward to Cabinet should the Authority secure Levelling Up funding in October, and to review progress on an annual basis.

## **1.6 Decision options:**

The following decision options are available for consideration by Cabinet:

### Option 1

To approve the recommendation set out in paragraph 1.2 above.

### Option 2

To approve and/or reject some or all of the recommendations set out in paragraph 1.2 above.

Option 1 is the recommended option.

## **1.7 Reasons for recommended option:**

Option 1 is recommended for the following reasons:

The scope aligns with the themes within the Levelling Up prospectus and the Masterplan boundary enables the three themes of housing, employment and an improved built environment to be addressed.

## **1.8 Appendices:**

Appendix 1: Masterplan boundary

Appendix 2: Matrix of links between projects and Cabinet policy priorities

## **1.9 Contact officers:**

John Sparkes, Director of Regeneration and Economic Development

Graham Sword, Senior Manager - Regeneration, 0191 643 6421

Paul Graves, Regeneration Project Manager, 0191 643 6013

Julie Dodds, Head of Inclusive Economy and Business Development, 07583 042186

Claire Emmerson, Senior Finance Manager, 0191 643 8109

## **1.10 Background information:**

The following background papers/information have been used in the compilation of this report:

(1) Our North Tyneside Plan 2021-25 <https://my.northtyneside.gov.uk/category/1241/our-north-tyneside-plan>

(2) Levelling Up Fund Prospectus <https://www.gov.uk/government/publications/levelling-up-fund-prospectus>

- (3) Accelerated Development Fund Grant Offer – Wallsend Masterplan and A19 Corridor Improvements, Report of the Head of Regeneration and Transport, 31 January 2022: <https://my.northtyneside.gov.uk/sites/default/files/web-page-related-files/Report%20Accelerated%20Devpt%20Fund%20Grant%20Offer%20Wallsend%20Masterplan-A19%20Corridor.pdf>
- (4) An Ambition for North Tyneside – Update Report of the Director of Regeneration and Economic Development, 21 February 2022: <https://democracy.northtyneside.gov.uk/documents/s7901/An%20Ambition%20for%20North%20Tyneside%20-%20Update.pdf>
- (5) An Ambition for Wallsend - Report of the Director of Regeneration and Economic Development, 28 March 2022 <https://democracy.northtyneside.gov.uk/documents/s8209/An%20Ambition%20for%20Wallsend.pdf>
- (6) Former Swan Hunter Shipyard - Report of the Director of Regeneration and Economic Development, 27 June 2022: <https://democracy.northtyneside.gov.uk/documents/s9043/Former%20Swan%20Hunter%20Shipyard%20Local%20Development%20Order.pdf>
- (7) An inclusive economy in North Tyneside - Report to Cabinet, 24 May 2021: <https://democracy.northtyneside.gov.uk/documents/s6007/An%20inclusive%20economy%20in%20North%20Tyneside%20Report.v2.pdf>

## PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

### 2.1 Finance and other resources

The table below outlines the current funding available to the Authority:

	<b>Funding</b>	<b>Match Funding</b>	<b>Total Project Cost</b>
<b>Wallsend Masterplan Accelerated Development Fund</b>	£80,000	£34,500 Feasibility Budget	£114,500
<b>NTCA Towns and High Streets Innovation Fund</b>	£1.94m	£0	£1.94m

Indicative budget costs for interventions such as public realm improvements, highway works and building refurbishment works will be produced as individual projects are developed. The Authority will continue to explore funding opportunities and potential projects will be prioritised as part of the development of the Authority's Investment Plan.

The Authority has successfully secured consultancy support from the High Streets Task Force at no cost to the Authority.

## **2.2 Legal**

There are no direct legal implications arising from this report. As specific actions are brought forward under the policy priorities set out above the legal implications (if any) for those actions will be identified and reported.

## **2.3 Consultation/community engagement**

### **2.3.1 Internal Consultation**

The Ward members for Battle Hill, Howdon, Northumberland and Wallsend and the relevant Lead Cabinet Members have been briefed. Finance, legal and procurement senior officers have provided advice on this project and the background to this report. There will also be work with relevant service areas to ensure the full effects of the Masterplan are considered across the Authority. A Wallsend Masterplan officer group has been established to manage production and implementation of the Masterplan. In addition, the Engagement and Communications teams have worked closely with the Regeneration service to develop a draft Communications, Engagement and Marketing Plan.

### **2.3.2 External Consultation/Engagement**

Tyne and Wear Archives and Museums, as operators of Segedunum, have been advised about the Wallsend Masterplan as have the Wallsend Chamber of Trade. The Authority has also, as part of the Towns and High Streets Innovation Fund programme, established a Board that includes representatives of local businesses and VODA. In addition, we have engaged with the Government's High Streets Task Force (HSTF), to gain support on further engagement work during the Masterplan consultation period. The HSTF will help with further engagement with businesses in the town. Discussions have also been held with NewRiver Retail, who operate the Forum Shopping Centre, to get an understanding of their longer-term objectives for the centre which includes some proposals for further investment. Additional external engagement on the draft Masterplan is proposed in January 2023 ensuring that residents, businesses and others have an opportunity to comment on the proposals.

## **2.4 Human rights**

There are no Human Rights issues arising from this report.

## **2.5 Equalities and diversity**

The engagement activities within the draft Communications, Engagement and Marketing Plan aims to reflect differing needs and the means of engagement will be subject to an Equalities Impact Assessment prior to finalisation of the plan. As individual projects within the Masterplan such as highways, active travel and public realm are developed they will be subject to Equalities Impact Assessments.

## **2.6 Risk management**

A risk register will be developed for each of the projects and will be reviewed monthly by the project delivery teams.

## **2.7 Crime and disorder**

There are no crime and disorder issues arising from this report. As the Masterplan and feasibility work progresses, consideration of crime, fear of crime and anti-social behaviour will be central to the development of the proposals.

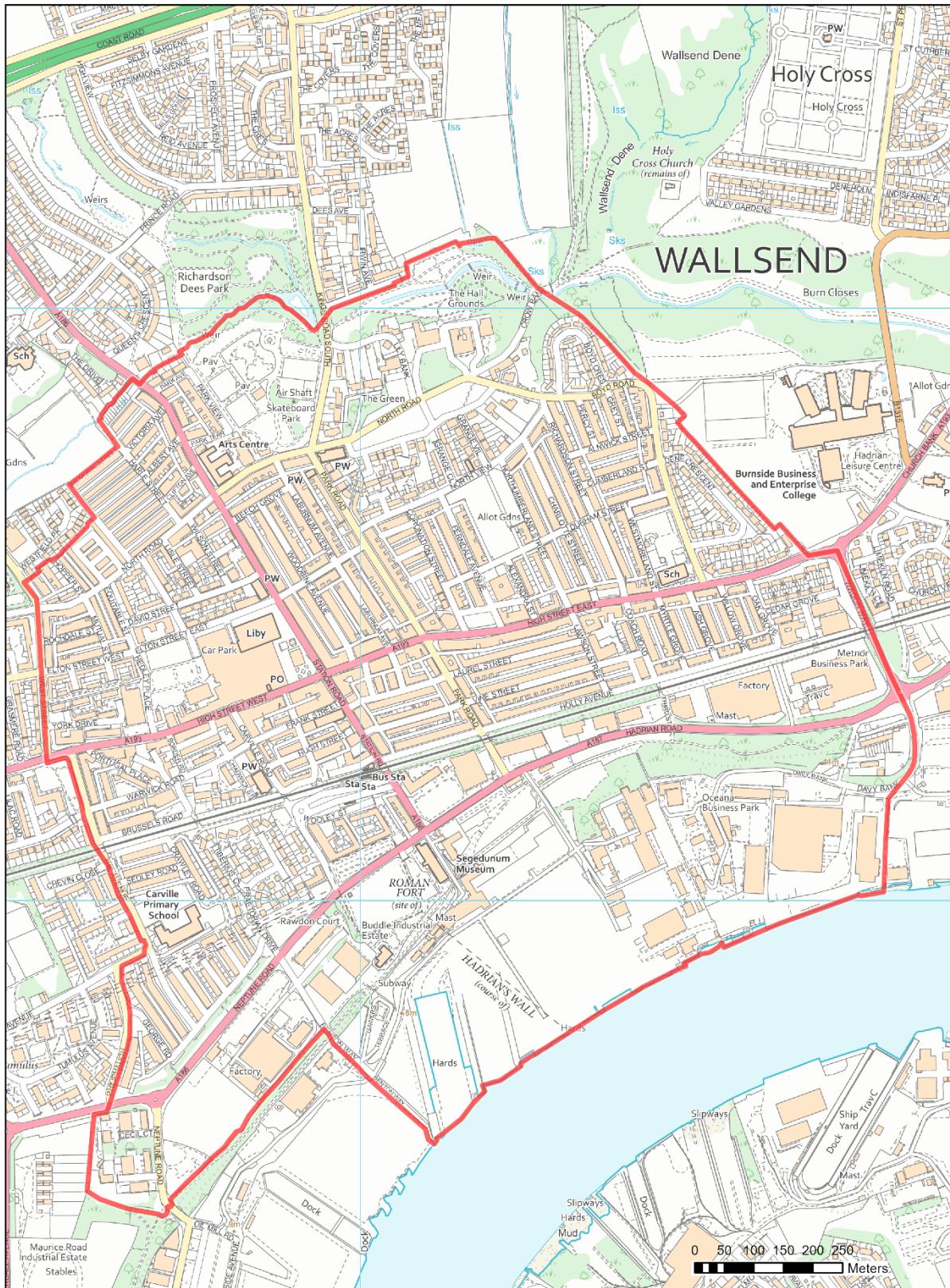
## **2.8 Environment and sustainability**

The feasibility work undertaken with this funding is informing the development of robust business cases that include full environmental and sustainability plans to support the Authority's goals set out in the Carbon Net-Zero 2030 Action Plan.

### **PART 3 - SIGN OFF**

- Chief Executive
- Director(s) of Service
- Mayor/Cabinet Member(s)
- Chief Finance Officer
- Monitoring Officer
- Assistant Chief Executive

## APPENDIX 1 – Masterplan boundary



Wallsend Masterplan Boundary (1)

### Wallsend Masterplan Area

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Scale : 1:8000



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## APPENDIX 2 – Matrix identifying the links between the proposed projects and Cabinet’s policy priorities

	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			